BIRD NEPONSET REVIEW

VOLUME XIII 1925

AXEL H. ANDERSON, AUDITOR

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1925

The Neponset Review

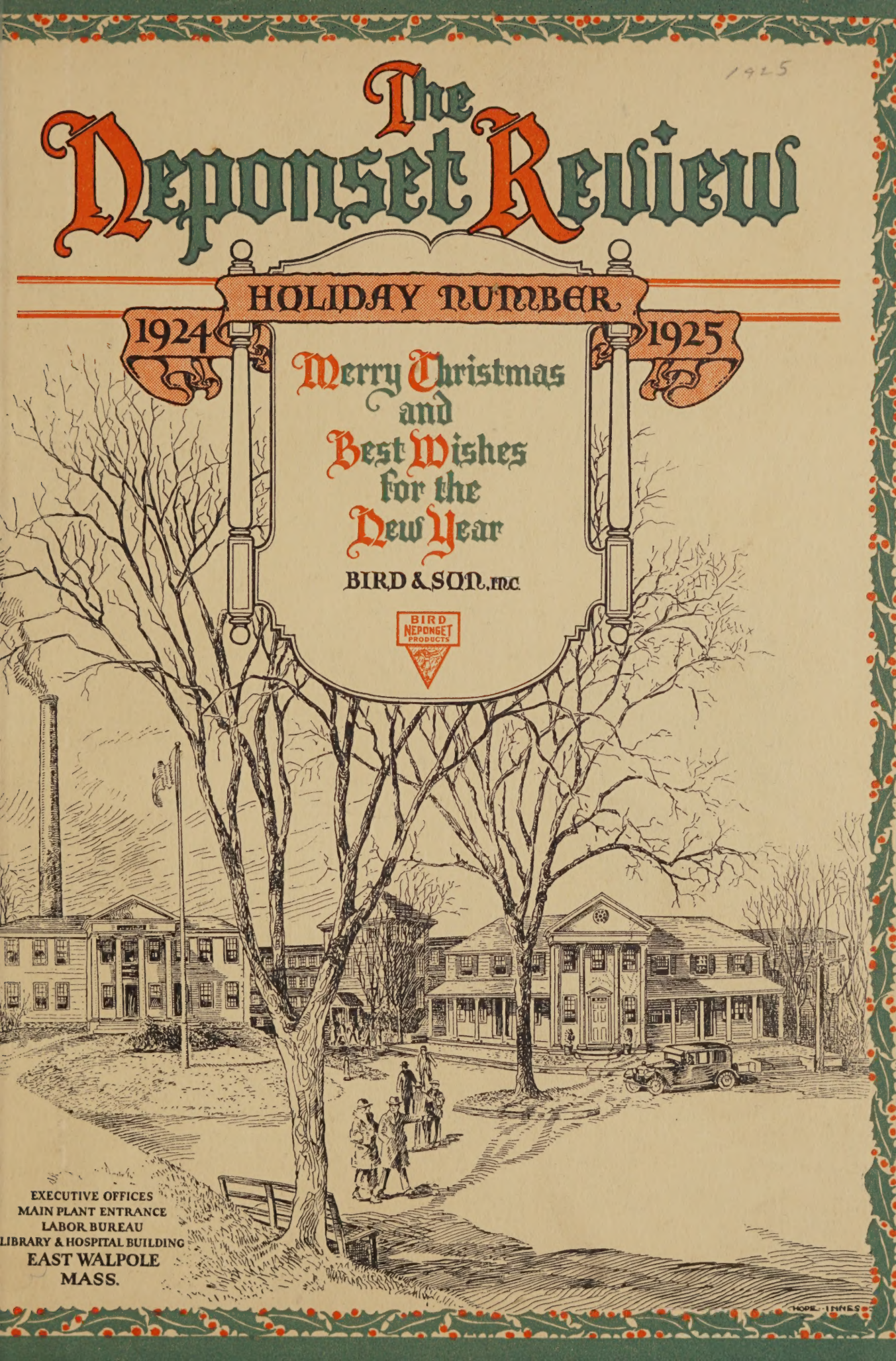
HOLIDAY NUMBER

1924 1925

Merry Christmas
and
Best Wishes
for the
New Year

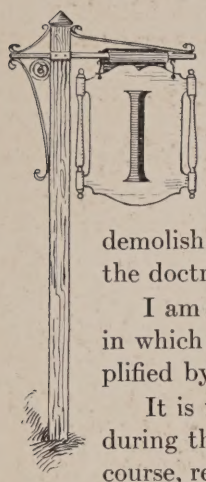
BIRD & SON, INC.

BIRD NEPONSET PRODUCTS



The NEPONSET REVIEW

Our President's Message

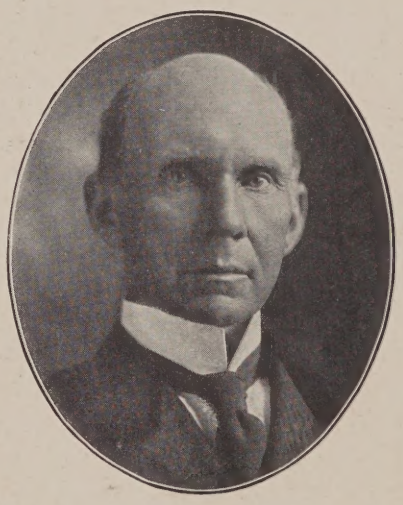


I hope that 1925 may be as full of accomplishments and satisfactions as 1924 has been.

The result of the National election was satisfactory to all lovers of law and order and for a while, at least, the Anarchists and the Bolshevists, who seek to demolish all governments, have been struck a crushing blow; in fact, throughout the world the doctrine of communism has lost ground.

I am more than ever convinced that without religion the world would be a poor place in which to live. I mean religion in the broadest sense—the kind so wonderfully exemplified by the words and deeds of Jesus Christ.

It is my belief that the people of the world have improved both spiritually and materially during the past year. Business, too, in Europe has become somewhat stabilized and that, of course, reacts favorably upon America.



It is said that the manufacturing business of New England is slipping. I doubt it. There may be a recession in some lines, but the slack is being taken up in other lines. At all events, the business of Bird & Son in Massachusetts, in Rhode Island, in Illinois and in Canada, is not slipping. On the contrary we are gaining, year by year, as rapidly as it is safe to gain. Of course business is getting more competitive, but that is as it should be. A business protected by patents, or by monopoly, grows fat, lazy and incompetent and is on the road to failure. Keen competition keeps one's wits keen. I repeat—we are not slipping. I have before me our October tonnage. Our shipping departments handled (inward and outward) 2000 tons of merchandise during *each working day of October* and that, too, exclusive of our Canadian business. Of this over 1600 tons per day was handled in New England. That was a record month, but we expect to exceed it during 1925. So much for the material side of our business.

One test of our business is the human fruit it develops—the character and the spirit of our workers from the top to the bottom of the ladder. If our business helps to make the home life in this community happier and more useful, if our material prosperity is reasonably and fairly distributed among our different units, then, and then only, can we claim to have laid the foundation of an enduring and worthy business organization. We must not be rich in cash and merchandise and other material possessions and yet be poor in meritorious deeds of love and charity.

Friends, the spirit of comradeship and of co-operative endeavor has been the greatest asset in the upbuilding of our business. That spirit pervades our organization today to a greater degree than ever before and that is why I have great confidence in our future success.

To every one I extend a Christmas Greeting and a Happy New Year.

Charles S. Bird

FROM THE SALES

IF I were asked what one word expressed more than any other the essence of good business I should take the word "SERVICE." It is a remarkable word because it is so all-embracing. The term "Service" has been contracted to mean "Quick Service" in handling an order and getting the goods to the customer. While this may be important at times, it is only the one last step in carrying out real service. This interpretation is entirely too narrow.

Every individual in every department of the business has a part in the "Service" which must be given in building up and holding a successful business and the aggregate service of all of the individuals is what makes quality products, prompt planning, right production costs and selling costs, all of which allow us to compete in the world's markets for business to keep our mills running.

I think it was Charles W. Eliot who said that, "The permanent satisfactions of life are measured not by what we get out of life but by what we put into it," and everyone of us who looks back on his own experience knows that this is very true.

The more each of us can cultivate the "Spirit of Service" in our every-day work, for our business, for our community, state and country, the more we will feel that we are doing what we can in our small way to make this world a happier and better place in which to live.

With the uncertainty of the Presidential election over and Calvin Coolidge, that honest, God-fearing son of New England, sitting in the White House for the next four years, we can all feel that sanity and common sense are coming back into fashion.

So far as our own business goes, it has been a great year, the greatest year in our history in volume of business done, and while business conditions have helped, we can rightly say that it has been due to the real "service spirit." All departments have worked (to use a simile I love to use) like a real baseball team.

The Spirit of Christmas is quite the most wonderful thing in the world. May we all drink a deep draught of this spirit this year.

Philip R. Allen

FROM THE MANUFACTURING

THE old saying, "Onward and upward," is a very good one to keep in mind. We must, however, as a guide for the future, pause at times to look backward. As the New Year approaches, we must review the past year, giving credit to the men all along the line who have done their part to make this business a success.

This year has been filled with interesting new developments, satisfying increases in production rates and capacities, and there has been the usual harmonious and pleasant relation between departments. I wish I could mention by name every one of my fellow workers, beginning with S. B. Montgomery, Assistant Manufacturing Manager, and express to them my appreciation of the careful and efficient manner in which they have done their parts in the work which is so important to our progress, but it is not possible in this short article. I do want them to understand that their efforts are fully appreciated and that I wish them all a Merry Christmas and a Happy New Year.

George R. Wyman

THE YEAR IN REVIEW

IT is good that custom has set aside this time, when, in the generous Christmas mood, we readjust our sense of values, giving the rightful important place to love and friendship and good will, which, after all, make living worth while. Gladly, at this Holiday season, we give expression to our kindly thought toward our friends and extend to them our sincere good wishes for happiness and prosperity throughout the New Year.

Many things have contributed to make the past year better than the preceding and the best year to date in our long history. We have been able to operate at more nearly maximum rate than general business conditions would seem to have warranted. Our organization has functioned smoothly and has carried added burdens easily and efficiently. Here and there we find outstanding advances—a new building started, a new machine installed, a new product added to our line—but, for the most part, the record is one of little changes and improvements, each small in itself, but in the aggregate representing a real gain which gives courage to face what the coming months are to bring and faith that we shall go forward successfully. It is our pleasant task to recount a few of the many achievements and new records attained by the several departments.

Paper Mill Improvements

In "looking backward" over the year 1924, S. W. Smith, Superintendent of the Main Mill, finds his house in order and improvements completed or under way so that he and his associates can say with confidence, "Bring on your 1925 business. We are ready."

The Shartle beating system, installed for No. 5 machine, has proved such an asset that another beater of this type is now being installed for No. 2 machine. This change makes possible the discarding of most of the Allen engines, which means more storage space for raw paper stock to be used directly in the remaining mixers.

All the paper machines have been improved: No. 2 has new Bird screens and the seventh mould has been added, which means cleaner and more uniform stock, as well as somewhat increased production; No. 3 has been thoroughly overhauled and lined up, the calendars and presses reground and new foundations placed under the driers.

New Record Made

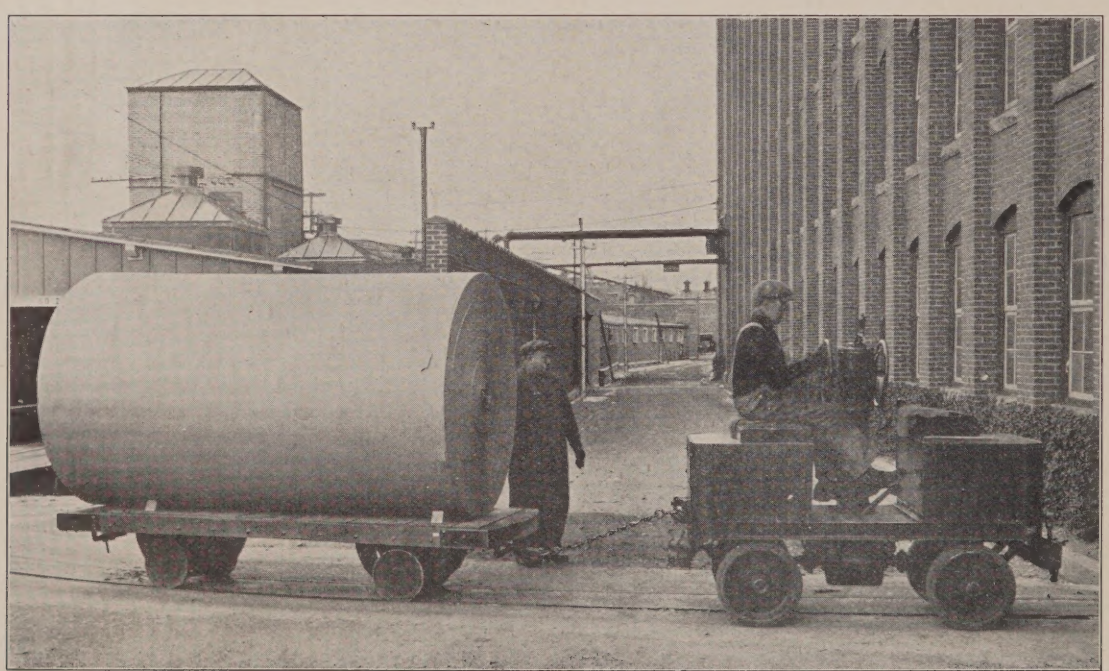
The addition of an eighth vat, the widening of the press rolls, together with the finer screen plates which have been put on, have helped to improve the quality of the product and also increase production on No. 5. Carl Schaier, Assistant Superintendent, reports proudly that four occasions during the year over 100 tons have been produced in a day on this machine. The latest record was hung up on December 4th when 102.2 tons of board were made.

The drastic changes made on the Pressboard machine at the Finishing Mill have made possible a board that, E. H. Bartlett reports, is of the highest quality, unsurpassed in its high finish and density. The addition of driers and coolers on the coating machine eliminates the difficulties brought about by changes in temperature when running during the summer months.

Banner Year in Fibre Case

Probably the Main Mill division which has gone ahead with the greatest strides is the Fibre Case. They have not only increased production on the regular lines, but have added new ones, and now are looking forward to the production of corrugated cases.

The early part of 1924 found the Fibre Case Department swamped with orders which showed that the equipment was insufficient to meet the demands of the Box Sales Department. When this condition showed no signs of letting up, but rather showed a tendency the other way, new machines were ordered and in April some of the most modern and efficient box-making machines on the market were installed. The final remnant of the old original Bird creaser was replaced by a new Knowlton creaser and slotter, and a new Swift 110″ creaser, one of the most up-to-date box machines in the industry, capable of running two boxes in one operation at a speed of 2000 sheets per hour, or 4000 complete boxes, was added to our creasing equipment on the fifth floor of FX1. In order to even up the increased box-making equipment, a new printing unit was put in—a Hooper Press, the largest box-printing press ever turned out.

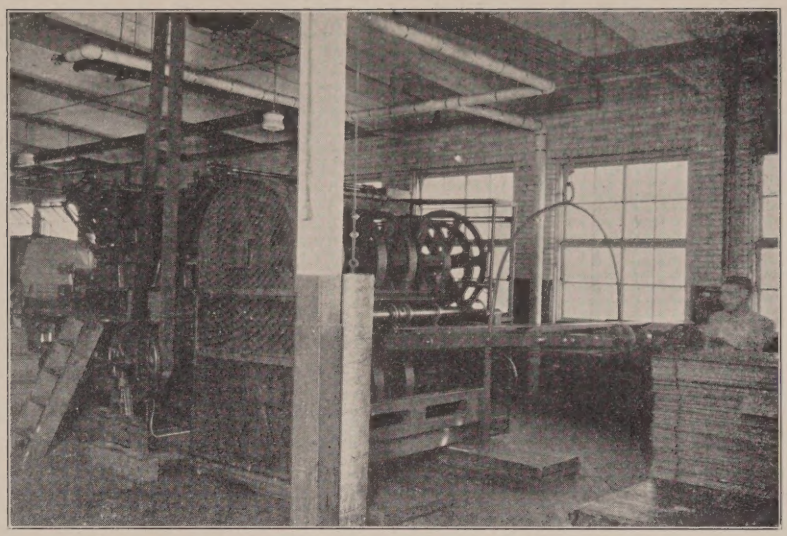


Ready to be Made Into Fibre Cases

In One Day, Twenty-three of These Enormous Rolls, Each Weighing Nearly Nine Thousand Pounds, and Containing 9500 Linear Feet Were Made on No. 5 Machine

New Hooper Press

This Big Machine Can Print, Put in Cross Crease and Slit Board—All in One Operation



Bliss Box Added to Line

During 1924, the Bliss Box business was developed and, at the present time, we are supplying four of the largest rubber plants in this section with this type of box, which offers not only a saving in amount of board required as compared with the regular style case, but gives a re-enforcement on all corners of the case which makes for added strength, especially on heavy shipments or cases that must be reshipped by jobbers and distributing agencies.

High Production Marks Reached

With the increased demand for our boxes, even with additional equipment, we were pushed for production, which meant increasing the output of the machines. Both J. B. Maguire and R. L. Tupper find satisfaction in looking over the production records of the year. All previous records, both in tonnage and number of cases, have been bettered by very large gains. For one day's run on the creasers we have 81,650 complete cases. Three years ago, 20,000 cases was considered average. Recently the record tonnage was turned out—553 tons in one week.

New Corrugated Unit

Plans have been completed for a corrugating department which, it is expected, will be put in operation some time during January, 1925. This new department will be located on the B Floor of FX1, where the Shipping Department is at the present time. The entire floor will be given over to the box-making machines, while the corrugator itself—an 80″ machine of the latest type—will be located in the basement alongside of the present solid fibre combiner. When this arrangement is complete, FX1 will be devoted to manufacturing space entirely. We expect to turn out 100,000 square feet of corrugated board per day for the first month, and on March 1st plan to have the capacity up to 200,000 square feet per day. This will mean strenuous work by the Sales Department to keep the new plant in full swing, but C. H. Andrews and his able corps are already making plans for this new distribution and they believe that our location right in the heart of New England with its widely varied industries places us in a position to render a maximum amount of service to New England industry.

A new building is now under construction which will house the combined shipping departments for that end of the mill and also provide storage space for the raw materials to be used in the manufacture of corrugated board.

Business has continued good on shoe cartons, tack and screw boxes, and, on Neponset flower pots, we have struck a new high mark in the number produced and shipped. Improvements have been made in the finishing and inspecting of cartridge paper, in the handling of finished shoe cartons and in other ways throughout No. 2 Box Shop departments, so that they are ready to handle 1925 business more efficiently than ever.

Maintenance Division Busy

Supervising new construction, making the improvements and changes which help the production departments to do their work quickly and efficiently, keeping the buildings, the machinery, the grounds in order—that is the work of the Engineering Division, the story of whose achievements is incorporated in the story of every other division of the plant organization. Under the direction of C. W. Conrad, plant engineer, and F. B. Duncan, the improvements have been made on the paper machines, the new dusters and the cutter added in the Sorting Room, the new Shartle Beater installed, the new offices in FX2 were built, the press board combiner overhauled, and

the new coating machine for finishing pressboard built. Perhaps the really outstanding event of the year in this department was the building of the transformer house so that we could have an emergency power supply from the Edison Company.

P. A. Guttormsen reports a new feed water heater in the boiler room and the removal of all feed water pumps from the old heater house, making a safer and more efficient arrangement for our boiler rooms. The equipment driven by B engine was equipped for motor drive and this engine has been shut down permanently. This electrification also involved separate motor drives for the four Allen pumps.

The New Year finds them all hard at work on the installation of the new Shartle beater, which is to prepare stock for No. 2 machine, the building of the new storehouse west of FX1, and the installation of the new machinery for making corrugated fibre cases.

Not a Day Lost at Phillipsdale

"Not one day of lost time this year" is naturally enough the factor in the year's story which gives the greatest satisfaction to T. G. Henderson, Superintendent of the Phillipsdale plant. He says that many times he was tempted to run the mill on Sundays and holidays in order to meet the urgent demands for felt. The mill has produced at a greater rate than its normal capacity and has exceeded the budget by nearly 11%. a feat made possible by the many improvements that have been made and by the closer production control brought about by the addition of a laboratory and inspection department. Ninety tons is the high mark for the year with 100 tons to shoot at in 1925.

During the year, several changes were made in the arrangement of the wet end, the most notable of which was the installation of a new 22" suction roll, replacing a much smaller one. The vapor absorption system was extended and improved and direct connected ventilating fans were installed on the roof.

In the beater room, two worn out wooden tubs were replaced by iron tubs.

Additional storage for rags has been provided by means of a new stiff leg derrick capable of handling and storing about 75% more than our former capacity, and a spacious storehouse was built in place of the old one destroyed by fire early in the year.

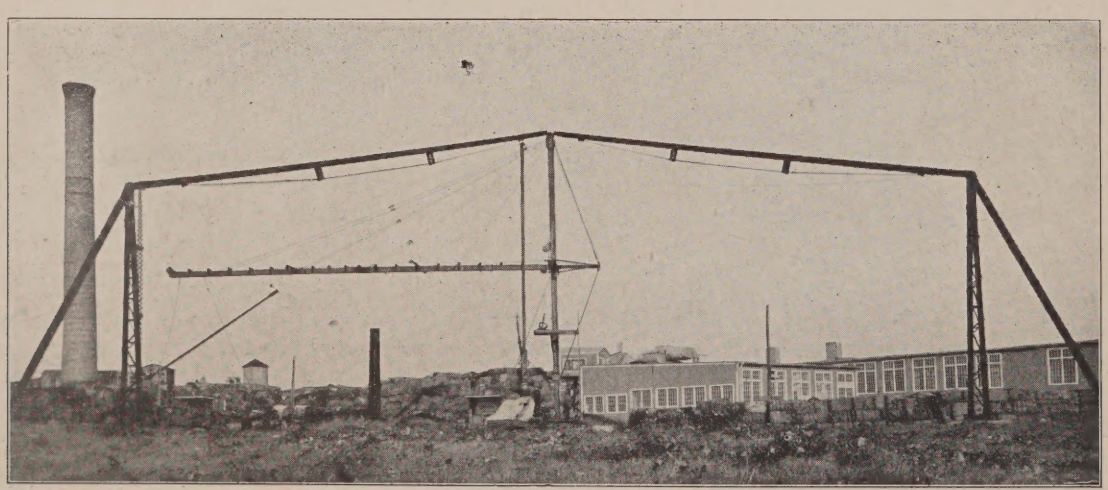
In the boiler room, new Riley stokers, a new feed water heater and a fan to take care of the dust from the ash pit, lessen the labor and increase the efficiency of the department. The engine room, too, has been improved with a new exciter and a voltage regulator, and the fresh coat of paint here makes it the real show place of the plant.

Irving Eaton and Rex Salisbury, with all of the DP folk, share in the enviable march of progress.

Big Year in Roofing Department

The year 1924 opened enthusiastically in the Building and Roofing Division with a salesmen's meet-up at which all our salesmen, together with representatives from all the roofing plants—Norwood, Chicago, and Hamilton—got together to plan for the year's work and certainly the plans started at that meeting have borne fruit.

The last of December, 1924, will probably see us 250% ahead of 1920 in our sales of shingles, and the total tonnage shipped in October was far greater than in any previous month in the history of the Norwood plant. A whole volume is contained in that one sentence,—a story of consistent, untiring effort by the Sales Department in promotional work, circulation of builders and dealers, application of the principles of 50/50



Stiff-Leg Derrick at Phillipsdale
This Derrick, One of the Largest in New England, Will Increase the Storage Capacity for Rags 75%

advertising, and a thorough-going publicity in New England newspapers; a loyal, earnest co-operation on the part of the men in the mills, in producing the goods, maintaining and improving the quality and shipping in increased quantities on time. The Shipping Department has set a record of shipping 557 tons in a day, 2500 tons in a week and 9100 tons in a month.

Plant Improvements

During the year some items of plant improvement have been made which have effected reduction in costs and made for efficiency in production and handling. The most notable are: the new boiler room installation, new finished asphalt storage system, use of dump body trailers in the yard, the addition of a power shovel for unloading cars of slate, and improved methods of handling waste.

F. H. Hird, W. W. Wilson and A. S. Downey in Chicago tell the same story of advances made during 1924. The physical equipment has been improved, and they proudly tell of the practical elimination of complaints, which indicates that they are keeping up the quality and giving the service they want.

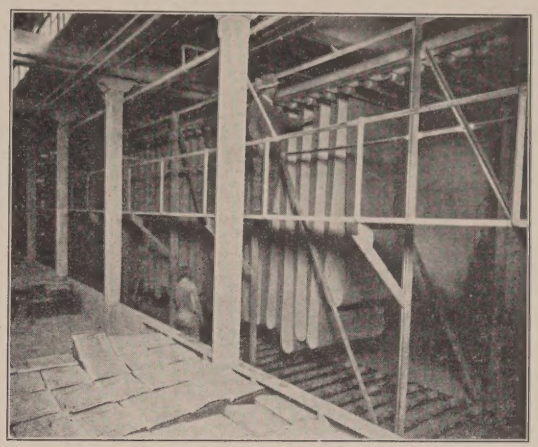
Canada has had an exceptionally trying year and our plants have felt the effects of the depression, but the wonderful natural resources of the country—forests, minerals, water power and a wheat belt second to none in the world—give them ample reason to expect great things of the future. W. R. McNeil is looking forward to better things in the New Year.

P. H. Bailey, Sales Manager, with W. E. Hale in charge of the Eastern Division, and A. D. Kilham in the Southern Division, are already making plans for a bigger year in 1925, and E. M. Lines and E. L. Chamberlain, on the manufacturing end, with their loyal force, stand ready to do their share toward making the vision a reality.

Floor Covering Division Sets Pace

With a record of operating throughout the year without the loss of a single day, every department in the Floor Covering Division has hung up new production records. An additional printing machine and large oven equipment were installed, increasing the oven capacity of the plant—the neck of the bottle—approximately 80%.

Improvements developed in the laboratory enabled the undercoating of sufficient material to allow for an 80% increase in printing capacity without increased costs in machinery or building. The Finishing Department efficiently carried out the difficult task of putting into operation the new rug finishing room. An art department has been developed during the year, which has been of material assistance in the selection of patterns and color schemes, and this, with the care given to printing, has resulted in a very much improved product.



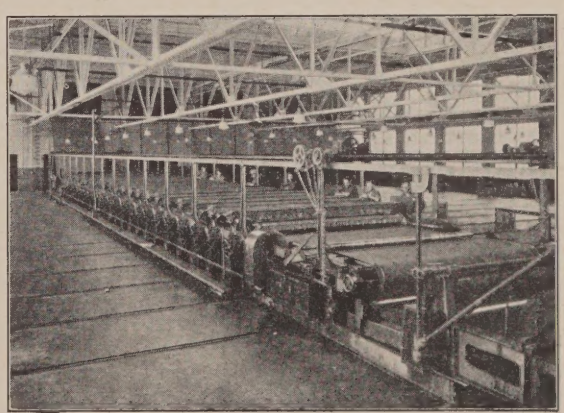
No. 1 Roofing Machine
Looper and Cooling Section

The chief source of satisfaction comes, however, not in the meeting of the increased demand successfully, but in the fact that the quality of the product has been constantly improved. The finish excels that of any other printed floor covering made and it has the highest qualities of permanence and durability.

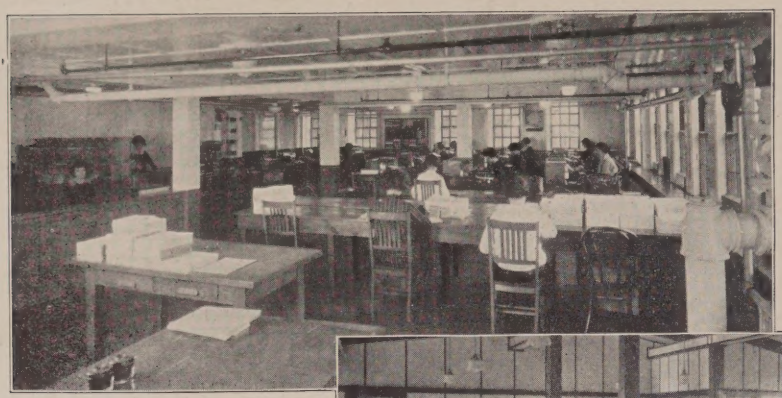
Expansion Planned

Already this enthusiastic organization is looking forward to 1925 when it is planned to add a new print machine with its machine room and ovens, together with a new department for the boiling and treatment of oils and a new painting and grinding building.

It is not an exaggeration to say that this division has set the pace,—the Sales, under H. E. Sawyer, Jr., with W. B. Rogers in East Walpole, and R. W. Westcott, Chicago, the manufacturing under E. M. Lines and R. M. Wight, for selling and producing goods. They are looking forward, and with justification, to a rosy future.



Where Floor Covering and Rugs are Printed



Stenographic Dept. and Mail Room in Light and Airy Quarters

The Cost and Stores Accounting Depts. Have Plenty of Room in their New Offices

Office Departments

In the early part of 1923 it was very evident that more office space was necessary to take care of the increased business. We had been crowding ourselves for years until it had reached the point where some change was necessary. In looking over the situation, it was decided that the upper floor of the easterly section of Bldg. FX2 would be a fine location for certain office departments. After a further study, it was finally decided in March, 1924, to proceed with the alteration of nine bays, 12′ x 40′ each, to house the Purchasing, Traffic and Cost departments. It was a joyful day for all departments when they moved into these quarters and from that day to this they have never had a regret. The layout, to say nothing of the air, light and equipment, are all that can be desired.

The Sales display on the middle floor of the Tower of this same building was given up and the room fitted for the Powers Machine Department which was transferred from the floor below. In one room of the quarters formerly occupied by the Powers machinery are located the Multigraph and Addressograph machines and in the front room a new three-position telephone switchboard is being installed which is almost the last word in PBX boards. It has a capacity large enough to meet our requirements for a good many years to come.

The transfer of these departments has made for decided improvements also in the Main Office. The removal of the Purchasing Department from the upper floor made for a rearrangement of all the Sales Divisions. The files taken from the lower floor and transferred to the middle floor, where the Cost Department was located, also made for a marked improvement and betterment in supplying the wants of the different departments.

Triangle Building Remodeled

Decided improvements have taken place in what we call the Triangle Building where are housed the Library, Hospital, Labor Bureau and Credit Union, as well as in the office of D. A. Chase. Such a marked change has been made that one would not recognize it as the same building, neither inside nor outside.

All these changes and additions spell progress in the office division. Each department has reason to feel that 1924 was a good year. In the Accounting, under A. H. Anderson, new and better records have been kept for the mill and sales departments. A. H. Russell and his staff have reason for pride in the mill reports of the adequate supply of raw materials; the financial and credit end has been well handled by H. H. Miller and his force, and every shipping record is a record for service by the Traffic Department with M. J. Hawkins at its head. The people in the office are the fellows "behind the lines," and on them depends in a large measure the success of the manufacturing departments in producing goods and the sales departments in marketing them.

Research Work Well Established

This is the day of the scientist in business, and increasingly the importance of laboratory research and development is appreciated. For each mill, or group of mills, a research department has been established, with E. L. Connolly in charge at the Main Mill, J. F. Maguire at the

Floor Covering Plant in Norwood, D. B. Kimball, Roofing Plant, Norwood, A. H. Chamberlain, Felt Mill, Phillipsdale, R. B. Thurston, Roofing Plant, Chicago, and C. L. O'Brien, Roofing Plant, Hamilton.

During the past year, special effort has been made to solve our customers' problems. In some cases we have duplicated their machines for laboratory use so that our method of inspection may be more practical and intelligent. It is painstaking work, and often tedious, to establish standards that shall determine the quality of our product and to make studies that shall improve it, but the decreasing number of complaints received during the year denotes real progress.

Planning Departments Decentralized

During the year, the Planning Department has carried on increased work by reducing its forces and decentralizing the details so as to bring the scheduling and planning of each division closer to the mill and its corresponding sales unit. These decentralized units have coordinated by weekly conferences under the guidance of R. C. Floyd for the Sales, and P. N. Hills for Manufacturing, and the improved results in getting out goods have been of decided advantage to all.

BUILDERS

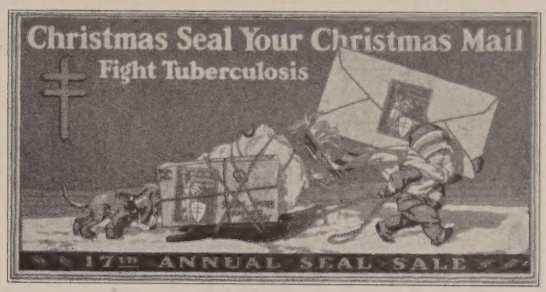
Isn't it strange that Princes and Kings
And clowns that caper in sawdust rings,
And common folk like you and me,
Are Builders for Eternity?

To each is given a bag of tools,
A shapeless mass and a book of rules;
And each must make, ere life is flown,
A stumbling block or a stepping stone.

—Selected.

HEALTH

TWENTY-ONE years ago on Christmas Eve, a young man stood at his work in a post office in far-away Denmark. Thousands of



Christmas letters were pouring through his hands. And as he worked he thought how wonderful it would be if all the happy people who were sending glad Yuletide messages would add a special Christmas stamp to their letters and cards. That extra money would build a hospital in his town for the children sick with tuberculosis.

The young man took his big idea to the King and Queen of Denmark. His plan was enthusiastically greeted. His first Christmas Seals appeared in Denmark in 1904, and the little children got their hospital.

From this simple beginning grew the widespread custom of selling Christmas Seals to fight the Great White Plague.

Vast amounts of money are needed to bring back to health those who have been stricken with this most cruel of all diseases.

Here is a very brief record of the work in Norfolk County:

Clinics—Examined 650 children at 23 clinics.

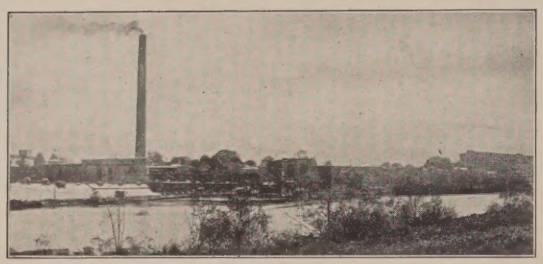
Health Camps—Cared for 40 underweight

Educational Work—Taught 4,000 children in Norfolk County habits of health through the Modern Health Crusade.

This Christmas give the greatest gift of all—the gift of health.

Two of the Labor Bureau Divisions in Their New Quarters

1. The Credit Union—Real Bank Which Serves 727 Members. 2. The Attractive Mill Hospital Room where Constructive Health Work is Carried On



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The *Neponset Review* will gladly publish communications, suggestions, photographs, or articles of interest to its readers.

Address all correspondence to the Editor, *Neponset Review*, East Walpole, Mass.

The world has grown cold with its burden of care,
But at Christmas it always is young;
The heart of the jewel burns lustrous and fair,
And its soul full of music breaks forth on the air,
When the song of the Angels is sung.

—Phillips Brooks.

A GOOD PLACE TO WORK

BIRD & SON is a good place to work. That is the verdict of 315 members of the Old Timers' Club who have liked their jobs so well that they have stayed here for over 10 years, and, in many cases, up to 30, 40 and nearly 50 years. Six hundred sixty, or over one-third of the total number of fellow workers, have worked here over five years. Probably no other industrial organization in the country of its size can match this record. These men and women, the nucleus of our large family, base their opinion of Bird & Son on the actual conditions which exist here, compared with conditions generally and in certain particular lines of business.

In reading the articles which appear in this number, one will notice that several of our plants operated every working day in the past year, not an hour's lost time. In general our business is constant; slack periods are rare occurrences. The demand for our products, which is steadily increasing, is carefully and systematically planned. We do not have violent ups and downs, but a steady output and growth that calls for more men, more machinery and more buildings each year. This growth means opportunity. Ten years ago we had 1100 employees—today we have 1825.

Wages and working hours in all our plants compare favorably with those in any manufacturing organization in the country. In fact, in most localities where our paper mills are situated we were the pioneers in establishing the eight-hour day in the industry.

Bird & Son, as well as every fellow worker, takes great pride, not only in the particular work they turn out, but in the clean, safe and modern working conditions which exist. Our plants are given commendable rating by the state, municipal, fire and accident inspectors.

Vacations with pay are granted to all employees after ten years' service, with the customary vacations for office workers.

Many employees' activities are aided and encouraged by the company. The Mutual Benefit Association, with nearly fifteen hundred members, is open to all employees after one month's service and provides liberal sick and death benefits and physicians' services. Nine years ago the members of the Benefit Association organized their own savings bank, the Neponset Credit Union. It has grown wonderfully until today it boasts 727 members, and the last yearly statement of October 31, 1924, showed a business for the year of $165,991.31.

Space alone prevents us to elaborate more on the many other features connected with our plants and offices, such as sports and athletics, fire brigades, rest rooms, brigade and club rooms, lunch rooms and lunch counters, library and library service, hospital and first aid rooms, medical service, safety organizations, employees' garages, suggestion plans, plant paper, and other Labor Bureau employee service.

In the 130 years of its history this concern has been directed by three generations of the same family. The many products we manufactured have been continually improved and developed until the familiar Neponset Trade Mark is accepted everywhere as the sign of excellence of basic materials, scrupulous attention to manufacturing processes, and a tempering of all business relation with good will and old-fashioned honesty.

LIBRARY

HAMILTON W. MABIE'S the "Book of Christmas," is a compilation from the writings of some of those who have helped us to appreciate the true Spirit of Christmas. In the introduction he speaks thus of the Christmas-tide:

"At the end of nearly two thousand years Christmas shows no signs of decreptitude or weariness; its danger lies not in forgetfulness but in perverted uses and overstimulated activities. Its commercial availability is pushed so far that its sentiment often loses spontaneity and charm in excessive organization and prodigal distribution. The Christmas shopper suffers such a perversion of feeling that she hates the season she ought to bless; and the modern Santa Claus is so intent on the ingenuity or the cost of his gifts that he overlooks the only gift that warms the heart and translates Christmas into the vernacular.

"If Christmas is to be saved from desecration and kept sacred, not only to faith but to friendship, its sentiment must be revived year by year in joyful celebration of the old rites. We must rekindle the old fires and join hands with the vanished companies of friends who have kept the day and made it merry in the long ago. The echoes of ancient song and laughter give a rich merriment, a ripe and tender wealth of associations. The mirth of one Christmas overflows into another until the sense of an unbroken joy, sinking and rising year after year like the tide of life in the fields, is borne in upon us. This sense of the unity of men in the great experiences steals back again into our hearts when we hear the old songs and read the old stories.

"Alexander Smith, whose book of essays, 'Dreamthorp,' is one of the books of the heart, —for there are books of the heart as well as books of knowledge and books of power,—kindled his imagination into a responsive glow by rereading every Christmas Day Milton's 'Ode on the Morning of Christ's Nativity.' When one opens the volume at this great song, it is like going into a church and hearing the organ played by unseen hands; the silence is flooded by a vast music which lifts the heart into the presence of great mysteries. But there is a time for private devotions as well as for public worship, for domestic as well as religious celebrations; and for every hour and place and mood there is song and story.

"There are tender hymns for the devout, and spirited songs for those who celebrate together old days and ancient friendships; there are quaint carols for those whose hearts long for the quiet and pleasant ways of an olden time, and there are roaring catches for those whose gayety rises to the flood; there are meditations for the solitary, and there are stories for the little groups about the fire."

JANUARY FIRST

A NEW YEAR'S resolution, as Henry Ford once said of History, "is mostly bunk." It is a standing joke in the newsprints, in our homes, clubs and offices, as well as on the street, that we make them but to break them. Thus it seems that New Year's resolution-making is for soft heads and wabbly wills. Unless you would be thought a ninny, don't advertise yourself as one.

However, I will stand for it once more. So, then, here is mine:

RESOLVED, That we make no more.

All in favor say "Aye."

Otherwise minded, the same.

The "Aye's" have it.

And now that that is out of the way, let's get down to business as individuals on January 1.

One of the prime essentials of good business practice is a thorough inventory, that we may know just where we stand. Than this, I can conceive of no more important individual undertaking. I am not now thinking of material possessions, but of those more valuable mental and spiritual qualities which, taken together, form that indefinable something called character or personality.

Who are you, anyhow?

Have you any positive mind stuff to inventory? Are you a mere acceptor and repeater of commonplace claptrap such as is manufactured and peddled wholesale to the herd? Or does your mind reach even beyond your grasp so that your ideas are native, indigenous, and carry the tang of yourself?

Have you any soul stuff to inventory? Are you content to live day following day in bovine contentment with the trivial things that merely satisfy low selfish desires? Or, using and building on these, have you any clear conception of that which is good, true and beautiful for all of us? Is your faith in God and man mere hearsay—a thing of fears and phrases and churches and creeds? Or can you take it out-of-doors, test it by the clear white light of things as they are—ugly and fine, good, bad and indifferent—and still find it a sustenance?

Have you any determination to inventory? Are you drifting or steering, driving in the highway or being towed you know not whither? Are you forever in somebody's leading-strings to mediocrity or baseness? Or, catching a vision of some great emprise, and sensing somewhat of your own freedom and strength, are you doing with what talents you have that which you alone may provoke and accomplish?

A weak resolution weakly broken makes us flabby. A stiff inquisitorial inventory might strengthen our spines and sting us into action befitting human beings.

What do you think? —H. E. R.

The Years of Service in This Group Range from Twenty-five to Forty-seven

Front row: John M. Smith, Charles S. Bird, John H. Smith, William P. Landy. *Second row:* John H. Maguire, Andrew Mannimon, James B. Hammond, Carl Schaier, Michael F. Sheehan, James E. Smith, George R. Wyman, Elmer H. Bartlett, Maurice Ahearn, John Hennessey, Richard C. McCabe, John Cullinane, Andrew C. Urquhart, Vitus Gleichauf, Marshall Grant. *Third row:* Philip R. Allen, Dennis Cullinane, Eric Anderson, Charles Derry, Albert Erickson, John J. White, Herbert D. Taylor, Thomas Graney, Albert R. Jenkins, Frank W. Fisher, Georgia Brennan, W. F. Geary, Emanuel Johnson, John Sullivan, John J. Linnehan, August Hilderbrandt, George Doderer. *Fourth row:* Hattie Willis, Annette C. Blaney, Florence Holmes, John Hale, John Dower, Fred I. Plaisted, Martin King, Dan McDavitt, Fannie Murphy, James Kivlin, Gus Hagman, Rose Friary, Frank Murphy, Mary Friary, Dan. A. Jones.

SUGGESTIONS

AT the meeting held on December 3rd, the following suggestions were accepted:

Hardened tool steel plates with teeth on incline chain, No. 3 hanger — Charles A. Flower, FFM

Side boards for four wheel brakes — Lewis A. Gammell, FFV

Measuring tape on both sides of tables in FFF — Clarence Hagman, FFJ

Braces for 12/4 cores on No. 5 Machine — Ralph B. Kemp, FBP

Boxes on winder for stickers — W. J. Livingston, DPP

Pump drive — W. J. Livingston, DPP

Extend water drain — Allan E. Lond, DPM

Operating switch for light on motor platform — John Lydon, FXT

Improved method of carrying slitter knives — Arthur Maguire, DFW

Cover holes in floor over No. 9 Press — Arsene Marchand, FXP

Speed up winder — C. Pierson, DPP

The standing of the leaders is now changed somewhat:

W. J. Livingston, DPP.....5
John McAleese, FBX.....4
John H. White, FBM.....4
Charles A. Flower, FFM.....4
Herman Nordstrom, DMP.....3
Arthur Maguire, DFW.....3

The Grand Prize is still anybody's. The time is getting short, however, and it now looks as if three of these fellows were going to be the lucky ones. We shall soon know.

CHRISTMAS CHECKS

FOLLOWING the custom of the past few years, we are sending all Fellow Workers Christmas Greetings and Best Wishes for the New Year, together with a Christmas Check to those who have been with us for one year or more, according to the length of service.

1 to 4 years inclusive	$ 5.00
5 to 9 years inclusive	10.00
10 to 14 years inclusive	15.00
15 to 19 years inclusive	20.00
20 to 24 years inclusive	25.00
25 to 29 years inclusive	30.00
30 to 34 years inclusive	35.00
35 to 39 years inclusive	40.00
40 to 44 years inclusive	45.00
45 to 49 years inclusive	50.00

—Bird & Son, inc.

SAFETY

A FEW months ago the Phillipsdale Safety Committee sent us an ultimatum that they were going to keep the Safety Banner and suggested that we get another one for which the departments here could compete. The records they are putting up show they were earnest in their statement, for again in November they have gone through the month with an absolutely clean slate and the banner goes back there after an absence of only one month.

As a matter of fact, the accidents occurring during the month were, on the whole, of a trivial nature, nearly everyone of which should have been avoided.

The Paper Mill's perfect record was smashed by a man straining his thumb and wrist, which caused two days' lost time, and the Maintenance and Power and Steam departments lost out by a very small margin.

The Floor Covering and Building & Roofing plants each had two accidents that could have been avoided had more care been taken.

The Box Shops, which went through last month with a perfect record, were unfortunate to be charged with three accidents during the month, none of which should have happened.

Standing

Dept.	No. Emp.	Accidents	Days Lost	Standing
DP	200	0	0	1.000
DM, DV, DF	233	1	2	.984
EM, ER	153	1	2	.976
FF	266	2	6	.968
FX 1 and 2	227	3	8	.946
FB	252	2	39	.936

As we approach the New Year, the time for making resolutions, let us give the safety thought more consideration. But let us start NOW and set such a low record for December that will make us keep the Safety idea uppermost in our minds during 1925.

THE SAFETY COMMITTEES WISH YOU ALL A SAFE AND MERRY CHRISTMAS.

—Safety Committees.

FIRE BRIGADES

East Walpole—The Main Mill Fire Brigade met in the Brigade Room at 5.40 p. m., December 1, 1924.

Roll Call was held at 5.45 p. m.

The Company was drilled by Assistant Chief J. H. Smith. Company No. 10 was drilled at 2.30 p. m., December 1, by J. H. Maguire. Company No. 8 was drilled at 7.00 a. m., December 2, by J. E. Smith.

Norwood—The regular monthly fire drill was held at the Building & Roofing Plant on Monday, December 1, and at the Floor Covering Plant on Tuesday, December 2.

After roll call, the meeting was thrown open to general discussion pertaining to fire protection.

There was a good attendance.

NOTES FROM PLANTS AND OFFICES

PAPER MILLS

East Walpole

We extend congratulations to Harvey Batten who was recently married to Rebecca Russell of Norwood.

Herbert Schaier has transferred from the Main Office to the Stock Handling Department where he is taking care of records.

Off for a Day's Shooting
Mike Burke, Walter Sword and Andy Walker

We are glad to welcome Miss Miriam Leary to the Mill Office where she will take care of production records, answer the telephone, and otherwise assist Superintendent Smith and his associates.

The machine tenders on No. 5, Jack Linnehan, Jim Geary and Bill Boyden, not to mention Assistant Superintendent Carl Schaier, are elated over the record of 102¼ tons of board made the other day. They believe they have reached a high mark that sets a new world's record.

Box Shops

We are glad to hear that Edith Jonah is convalescing well after her recent operation.

The establishment of the new corrugated unit comes nearer each day. The floor is being laid and the new machines are coming in.

James B. Maguire had the leading comedy role in the American Legion show, "The Rose Girl." As the flippant head waiter of the Red Cafe he drew a large share of the laughs and in his singing and dancing number he showed his versatility as an actor.

The removal of the old industrial tracks between FX2 and SF has not only reduced the amount of handling but has improved the appearance of the yard. With the smooth runways, the trucks coming from the workroom can be moved to any point without transfer of track, and the method of handling bundles from all departments has been so arranged that all finished material is delivered to the shipping crew.

ROOFING MILLS

Norwood

Our moving picture, "The New England Home," was shown this Spring and Summer several times a week in about 100 theaters in New England. This moving picture has also been used in connection with lectures given by a representative of our Sales Department who has been called upon to speak before Lumbermen's Associations and Clubs.

The *Neponset Review* has been edited with the idea of producing something every now and then of special interest to our dealers. One number was devoted to certain large roofing dealer establishments in the North and the next February issue will be largely devoted to write-ups of some of the largest roofing dealers in the Southern Division.

In order to meet competition successfully without reducing wages, it is necessary that production methods be efficient and all possible waste eliminated. It is the boast at FB that, during 1924, everyone has cooperated to reduce waste all along the line. In particular, felt waste has been reduced from 3¼% in 1923 to 1¾% in 1924.

It is hard to realize sometimes the vast quantity of raw stock that goes into our products. In the blowing stills we handled 25,000 tons of material in 1924, or more than ⅓ in excess of any previous year.

Victor Makela has been entertaining his sister from Cleveland.

John MacAleese, dining at Peronis, poked an inquisitive fork at an oyster on the half shell, remarking in a disgusted tone, "Gawd, they're raw."

Considerable interest is being shown by machine foremen on non-stop runs. Ralph Koleith, Night Foreman, and Pat Reardon, Machine Tender, recently made two in succession and would have made three if they had not had to stop to remake a splice.

Tuesday, November 25, the foremen at FB attended the Safety Council Meeting in Boston and Tuesday, December 2, the Safety Committee went in. These meetings are very instructive and all who attended were well pleased with the speakers.

Chicago

Perhaps the thing that has given us more real satisfaction than anything else in 1924 is the considerable number of commendatory letters that we have received from our good friends, the dealers in our territory, as this demonstrates that we can count as an asset the real friendship of these dealers and one hesitates to try to compute the value of this feeling in dollars and cents.

Our Bowling League started November 28th with a win for the Paroids and the Art-Crafts, of three games each from the Accounting and Sales, and the Manufacturing Office respectively. "Dutch" Jansen had the high string with 195 while "Joe" Voltmer had the highest three game average with 178.6 plus.

The Art-Crafts defeated the Accounting and Sales two games out of three, while the Paroids won three straight from the Supers. Henry Morman had the high string for the evening with 219, and also the high three-string total with 513.

Both Dutch Jansen's crew and Shorty George's crew came through with non-stop record breaking runs this week. Keep it up boys, it keeps our costs down and your income up.

Among the records of which we are particularly proud is the fact that 97% of all Chicago employees voted on election day. Since the average for the country is around 53% we feel that we are justified in feeling a bit chesty.

FLOOR COVERING PLANT

Norwood

Ed Lines and Frank Maguire recently visited Montreal on a business trip. Some of their experiences while there are worth recording.

Upon registering at the hotel, the clerk patiently endeavored to decipher the scrawl upon the book. Finally, giving it up, he asked Mr. Lines for his name. Mr. Lines thereupon replied with great emphasis—"Lines, L–I–N–E–S, Lines." When the bill was rendered upon checking out, it was labeled, "Maguire and Jones." Such is fame.

Shortly after being installed in the hotel, Mr. Lines idly picked up a circular in the room which told of attractions at the various theatres. Among them was one entitled, "Captain Plunkett and his Dumbells in their 1924 Revue—A musical comedy." Moreover, the account of the show was generously besprinkled with attractive pictures of sprightly chorus girls.

"Aha!" said Mr. Lines, "we ought to see this show!" And see the show they did.

Apparently all the dumbells were not on the stage, for shortly after the curtain went up, it slowly dawned upon the rural visitors from East Walpole that the show was being given by Canadian ex-service men and that all parts, including those of the attractive (?) young women, were taken by ex-soldiers. Which proves once again the old adage—"All is not gold that glitters."

OFFICE AND SALES

Helen McDougall has joined the Floor Covering Sales Promotion Department.

We are glad to welcome Edwin R. Guise to the Floor Covering Sales as correspondent.

Anna P. Curran is a newcomer in the Payroll Department, replacing William Maxwell who has transferred to the Stores Accounting Department.

L. E. Tarr covered himself with glory in his portrayal of the father in "The First Year," Frank Craven's delightful comedy which was presented December 10th and 11th in Walpole by the Footlighters.

Genevieve McWhirter added to her laurels in amateur theatricals in the American Legion show, "The Rose Girl." She was the appealing little waitress who sang and danced her way so surely and inimitably into the hearts of everyone.

Greta Poff, Purchasing, and Jessie McDonald, Accounting, are spending the holidays in Nova Scotia. They expect to visit several places of interest before their return.

We, the employees of Department AC, "In order to form a more perfect union and to promote the general welfare" (borrowed from the Preamble to the Constitution), do hereby organize a Social Club to be known as the smAck Club. The name is not what it seems, having no relation whatsoever with osculatory exercise, but is a coined word consisting of the last letter of each Department symbol with a capital A in the center to represent the first symbol—thus aS–aM–aC–aK–SMACK.

In justice to the married ladies and gentlemen in Department AC, it is but fair to state the name was conceived by a young unmarried man early Monday morning following Sunday night.

The first social event will be a Christmas party to be held Tuesday evening, December 23, between 5.00 and 6.30 p. m., in the Girls' Club Room, Box Shop No. 2. Refreshments will be served and exchange of comedy presents will start the evening, followed by whatever impromptu entertainment the talent of the smAck Club may provide and that should be plenty. Yes, a good time will be had by all.

Did j'ever hear of the Monty bird?
What! Never, did you say?
Well, step up close and listen sharp,
While I tell of this creature gay.

The Monty bird is big and strong,
As you can plainly see;
Just listen to his plaintive call,
"Why dost thou pick on me?"

His favorite cry is "WHY! WHY! WHY!"
Now what do you think of that?
But this wise old bird is never heard
Talking through his hat.

He's on the job from morn to night;
His eye is like a hawk;
He's twice as wise as the lawyer guys,
Gosh! How that bird can talk!

He's full of vim and vigor, too,
And always on the go.
We'll doff our hats to the Monty bird—
He's a human dynamo.

—Jerry the Office Cat.

This is the second of a series of pen pictures by Mike and Ike of famous inhabitants of the Bird Cage. For the victims there is always the consoling thought that lightning never strikes twice in the same place.

I wish to convey my sincere gratitude, to each one of my fellow workers, in FXF for the kindness shown and help given me, during my recent illness.

David Glazebrook

BIRD CLUB ACTIVITIES

THE committee has the hall engaged for the following dates, covering the season:

January 9
February 6
March 13
April 17
May 8

We have some good things in prospect, so mark these dates on your calendar in red.

VERY SPECIAL! ! ! We are going to put on an Amateur Night February 6. All the talent must be from Bird & Son. If any one of us can do stunts of any kind, now is the time to come forward and volunteer for this occasion. We want to put some of our professional visiting entertainers in the shade. Let's all get together and make it a banner night! Volunteers, please report promises either to Mr. Badger, FX2, who is chairman of the monthly committee, or to Mr. Rouillard at FF.

The January 9 entertainment will include the Norwood Legion Double Quartet, Frank Armitage and some interesting young women.

Scene: Bird Club.
Time: Friday evening.
Characters; Al Kendall and freind.

Remarks his companion to Kendall, "Gosh, I need a hair cut."

Says Kendall, "Gee, I do too. I'll race you down to the barber shop."

The two started at a breakneck pace. Down the driveway they tore, around the corner onto Pleasant Street, Kendall head, shoulders and arms in the lead. Past the tennis court, Kendall still leading but his rival gaining. All traffic was stopped in the Square while the astounded populace watched the two racing youths speed under the bridge. As they came near the hall, Kendall found his second wind, flew round the Post Office, burst into Bird Hall door, rushed up the stairs, and arrived, all breathless and disheveled, in the midst of an amateur performance long before the hero was scheduled to appear. 'Twould be hard to say which was more astonished, Kendall or the audience.

In the meantime, the slower young man opened the right door, jogged up the stairs and was calmly seated in the chair when Al arrived.

Moral: Get your hair cut Thursdays.

VETERANS' ROLL OF HONOR

WE give below a list of those whose fifth, tenth, fifteenth and twentieth anniversaries come during January together with the names of our veterans who complete over 20 years' service.

			Yrs.
H. E. Davenport	Hamilton	Jan. 1, 1898	27
C. V. Smith	Paper Mill	Jan. 1, 1901	24
F. W. Welch	Box Shop	Jan. 16, 1901	24
Joe Knaus	Paper Mill	Jan. 24, 1902	23
May Gardner	Office	Jan. 26, 1902	23
W. H. Boyden, Jr.	Paper Mill	Jan. 5, 1905	20
Bartley Curran	Box Shop	Jan. 12, 1915	10
R. D. Peterson	Chicago	Jan. , 1920	5
W. A. McDonald	Chicago	Jan. 1, 1920	5
Jesse Ghen	Floor Covering	Jan. 5, 1920	5
Wm. J. Boyd	Floor Covering	Jan. 5, 1920	5
Clarence Mattson	Maintenance	Jan 16, 1920	5
A. W. Smith	Labor Bureau	Jan. 19, 1920	5
Gottfureat Lauble	Box Shop	Jan. 20, 1920	5
J. A. Surette	Bldg. & Rfg.	Jan. 26, 1920	5
Ponfile DiPlacito	Bldg. & Rfg.	Jan. 27, 1920	5
William Horridge	Phillipsdale	Jan. 27, 1920	5

The best ally a salesman has is an efficient production department; his worst enemy is not a rival company, but a badly organized, incompetent corps of workers in the home plant.

—Through the Meshes.

The Bird Club.

Situated on the Highest Land in East Walpole, the Club House Commands an Unusually Fine View of the Surrounding Country. The House Provides Living Accommodations for Several Members Together with Recreation Rooms for General Use. The Spacious Grounds with Well Kept Lawns and Gardens Add to its Beauty

BIRD HALL
POST OFFICE BUILDING
EAST WALPOLE

The NEPONSET REVIEW

VOL. XIII. FEBRUARY, 1925 No. 2

FIRST HONORS IN SUGGESTION CONTEST TO PHILLIPSDALE MAN

OF particular interest is the announcement of the Suggestion prize winners for 1924.

We all owe a debt of gratitude to these men who have presented during the year ideas that spell increased efficiency, and the congratulations offered are enthusiastic and sincere.

It is encouraging to note that the Suggestion Committee has had to change the hour of the meeting because they needed more time to consider the suggestions submitted.

Ideas are needed that the business may grow. They are glad to give any submitted their earnest and careful attention. We are proud of the 1924 record. We expect to be prouder of the one made ih 1925. The prizes awarded this year are:

For largest number of suggestions accepted:
First Prize ($100), W. J. Livingston, DPP, 7.
Second Prize ($50), Charles A. Flower, FFM, 6.
Third Prize ($25) John McAleese, FBX, 5; ($25) John H. White, FBM, 5.

Prizes for Best Suggestions:
First Prize ($100), John Buonapane, FBF, for his suggestion in regard to Shingle Finish Pieces.*
Second Prize ($50), Stuart A. Nickerson, FFP, for his suggestion on having front oven man handle control motor.

* When Buonapane made this suggestion, it was for the sole purpose of bringing about better packaging conditions. When the matter was investigated, it was found that there was a very large material saving which made the suggestion especially worth while.

General Suggestion Figures

During 1924 there were 538 suggestions considered, of which 134 were accepted. This gives a percentage of 24.9%, or approximately 25%.

Those who had more than one suggestion accepted, besides the winners, are:

Arthur Maguire, DFW, 4; Allen Fraser, ERB, 3; James Garner, FFB, 3; Allen Long, DP, 3; Arsene Marchand, FXP, 3; Herman Nordstrom, DMP, 3; Arthur Balduf, FBE, 2; Santine Giompietro, FFJ, 2; Carroll Gammell, FFV, 2; G. E. Hagman, EMM, 2; Joseph Knaus, DMP, 2; James Loughman, FBP, 2; C. Pierson, DPP, 2; D. H. Regan Sr., EMM 2; W. H. Rouillard, SMR, 2; Patsy Sansone, FFD, 2; John Selden, FFF, 2; Sidney Taylor, FFN, 2; Alex Urbanow, FFN, 2.

John Buonpane

who took first prize for the best suggestion submitted, works in the Building & Roofing Finishing Department. Since his coming here in 1921, John has been credited with first honors in the special contest. We congratulate him.

William J. Livingston

of Phillipsdale, is the winner of the first prize this year for the largest number of accepted suggestions. Bill is a machine tender who has been with us for a great many years. He started at the Pont Rouge Plant and later transferred to Phillipsdele. He is most happily married and enjoys life both on and off the job.

Suggestions Accepted, January 7, 1925

(All 1924 Suggestions)

Platform built out back of ovens — Mike Baccari, FFP
Hardwood yoke for lifting batteries — Arthur Balduf, FBE
Light cord at print machines — Arthur Balduf, FBE
Change in shingle finish pieces — John Buonapane, FBF
Holder for whipper roll — William H. Boyden, Jr., DMP
Protection for steam pipes — Wallace Duncan, Emm
Container for empty sticks in hangers — Charles Flower, FFM
Running small rugs — Charles Flower, FFM
Connection from discharge line of pumps to heater — A. F. Fraser, ERB
Stay for trailer posts — Carroll Gammell, FFV
Safe fan blades for router — James Garner, FFB
Clock in brigade room at FF — Santine Giompietro, FFJ
Boxes for trim at FFF tables — Santine Giompietro, FFJ
Ball joint on felt guide — G. E. Hagman, EMM
Draw-off on sprinkler main — Martin King, EMP
Regulating shower pipe — Joseph Knaus, DMP
Cold air pipe — Joseph Knaus, DMP
Guards on spreaded rolls — W. J. Livingston, DPP
Foaming on settling tank — W. J. Livingston, DPP
Hand rail on steps from office to gate — Arthur Maguire, DFW
Signs near all paper cutters — Arsene Marchand, FXP
Chain on No. 10 press for brake — Arsene Marchand, FXP

Extension on shipping platform
John McAleese, FBX
Device for holding 6″ cores J. F. Quinlan, DMP
Move drive on surfacing section
Patrick Reardon, FBP
Move dirt pans in dirt box J. Rosewich, DMP
Second stretch roll on DMPM2
John Spillane, DMP
Waste pipe for caustic tank
George L. Staples, FFC
Adjustable apron for FFR waxer unit
S. J. Taylor, FFR
Removable stud for electric industrial trucks
John H. White, FBM

Patentable Suggestions

There were two awards of $100 each made during 1924 for patents received, based on suggestions.

On April 14th, W. E. Pettingill, of DP, was sent a check for $100 to cover award on his patent for Side-Entrance Jordan.

Back in January 22nd, 1920, Mr. James W. Hammond entered a suggestion for quick-opening valves on Bird Screens which was turned down as not being acceptable. Somewhat later these valves were installed, and as soon as the matter was brought to the attention of the Suggestion Committee, an award of five dollars was made and a patent applied for in Mr. Hammond's name, assigned to the Bird Machine Co. Just before Christmas this patent was issued, and Mr. Hammond received his check for $100 on December 24, 1924.

New Suggestion Rulings

Early in 1924, it was found that three o'clock was a very late hour for the Suggestion Committee meeting, as there was scarcely time to finish up the work in one afternoon. The hour was then set ahead to 1.30, which gives plenty of time to transact the necessary business and adjourn before the late afternoon.

Several suggestions which had been turned down in previous years came up for reconsideration and, as a result, the ruling was made that these should be considered as new suggestions, bearing the date of the current year.

Several suggestions were submitted by foremen and accepted by the Committee, but no awards made. It was decided that, as these were not in line for awards, they should be handled outside of the Committee by the Superintendent concerned. This has been done for several months and proves very satisfactory.

John H. White

of the Building & Roofing Maintenance crew shares the third prize in the Suggestion Contest with five accepted suggestions. He started here in January 1922, and has been steadily building a reputation for the number and excellence of his ideas. During his spare time, he has been taking a course in mechanical drawing in which he has rated very high.

Stuart Nickerson

who many will remember took second honors in the 1922 contest, is awarded the second prize in the special contest for the best suggestion submitted. He started with us in 1922 in the Floor Covering Department and is now a machine tender on one of the print machines.

A GEM FROM RUSKIN

ALL works of quality must bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture. Those things called dear are, when justly estimated, the cheapest. They are attended with much less profit to the artist than those things which everybody calls cheap.

Beautiful forms and compositions are not made by chance, nor can they ever, in any material, be made at small expense.

A competition for cheapness, and not for excellence of workmanship, is the most frequent and certain cause for the rapid decay and entire destruction of arts and manufacture.

John McAleese,

who shared third honors with John H. White, is gang boss and general repair man in the Slate Handling Department, FB. He has been with us since 1922 and has contributed a great many worthwhile suggestions. He is an ex-service man.

LARGER BENEFITS AND INCREASED INSURANCE FOR BENEFIT MEMBERS

THE Executive Committee of the Bird & Son, inc., Mutual Benefit Association has made a careful study of increased benefits and life insurance and the following report will be of special interest to every member as well as to every employee of our organization and his family:

During the past year your Executive Committee has investigated the subject of increased benefits and increased insurance as they were instructed to do at the last annual meeting.

At present the dues and benefits are as follows:

	Weekly Salary	Dues	Weekly Benefits
Class A	Under $9.00	$.30	$ 7.00
Class B	$ 9.00 to $12.00	.40	8.00
Class C	$12.00 to $15.00	.50	9.00
Class D	Over $15.00	.60	10.00

No change has been made in the foregoing classifications since 1909.

Life insurance of $200.00 to Massachusetts and Rhode Island employees (under Group Policy); $100.00 to others (carried by Association).

Your Executive Committee recommends the following changes:

	Weekly Salary	Monthly Dues	Weekly Benefits
Class A	Under $20.00	$.60	$ 9.00
Class B	$20.00 or over	.80	12.00

Benefits to be paid beginning the eighth day of disability. If out four weeks, beginning the first day, and for 26 weeks in a year—exactly as at present.

Insurance Policies

Members of Association	Amt. Policy
Less than one year	$ 200.00
More than one year and less than two years	400.00
More than two years and less than three years	600.00
More that three years and less than four years	800.00
More than four years	1000.00

The small increase in dues is not enough to cover the entire cost of the increase in benefits and insurance, but the Executive Committee has taken the matter up with Bird & Son, inc., and they have given it their approval and will contribute $1.25 for every $1.00 contributed by the members.

We recommend the acceptance of these changes by the members.

(Signed) M. J. Hawkins J. E. Curran
J. J. Linnehan D. J. Cullinane
S. W. Smith E. L. Chamberlain
B. D. Rogers

Several members present showed their approval of the plan and it was unanimously voted to accept and recommend a change in the By-laws so that the new rules could be put into force as soon as possible. With a comparatively small increase in dues, the weekly benefits for disabled members are increased considerably.

The life insurance policies are increased very materially,—from the present $100.00 and $200.00 policies to a minimum of $200.00 for less than one year's membership, to a maximum of $1000.00 for four or more years in the Association.

These additional benefits are made possible not only through the increase in the monthly dues of the members, which will also increase Bird & Son's contribution by the same amount under the old basis, but by the additional contribution of $.25 for every $1.00 contributed by members, making their total contribution $1.25 for every $1.00 paid in by members of the Association.

Every member of the Association should make an effort to attend the special meeting on the new change. At that time several minor changes will be made in the Constitution and By-laws so that they will conform to the new scale of dues, benefits, and insurance policies.

THE twenty-fourth annual meeting of Bird & Son, inc., E. M. B. A. was held in Bird Hall, January 13, at 8.00 p. m.

The reports of the officers showed the Association to be in a flourishing condition, especially the Treasurer's report, from which we have taken a few of the most interesting figures.

The officers for 1925, as elected at the meeting, are: President, Marshall Grant; Vice-President, Dan Jones; Secretary, Dennis Cullinane; Treasurer, John J. Linnehan.

Investigating Committee: Edward J. Geraghty, Margaret R. Leavitt, John J. Burke, Frank Whitehead, John Sword.

Nominating Committee for 1926: P. H. Bailey, John J. White, Frank W. Fisher.

Ben D. Rogers presented the report of the Executive Committee on the increased dues and benefits. This proposition is to be submitted to a special meeting of the Association in February.

From the Treasurer's Report for 1924

Dues paid by members	$10,017.00
Received from Bird & Son, inc.	10,017.00
Paid out in sick benefits	10,048.13
Paid out in physicians' fees	3,552.46
Number of members December 31, 1924	1504

Changes in By-Laws

The changes in the By-laws will be as follows:

Article IV, Section 5. Strike out the last sentence reading as follows:

This Committee shall be authorized to employ the services of a local physician to act as medical examiner in connection with applicants for membership, such non-resident applicants to be subjected to the same test as to physical fitness for life insurance as are the applicants resident in Massachusetts.

Article VII, Section 1. Substitute the word Tuesday for Wednesday so that the sentence reads as follows:

The annual meeting of the Association shall be held on the second Tuesday of January, unless otherwise ordered by the Executive Board, at such place as may be determined by said Board.

Article IX, Section 2. Strike out Classes C and D wherever noted so that the section will read as follows:

Members shall be divided into two classes, namely:

Class A. Persons whose weekly salary rate is *under $20.00.*

Class B. Persons whose weekly salary rate is *$20.00 or over.*

Members of Class A shall pay into the treasury of the Association monthly the sum of *60 cents;*

Members of Class B shall pay into the treasury of the Association monthly the sum of *80 cents;*

Said contributions to be paid direct to Treasurer or to be deducted from the pay envelopes under orders signed by the members respectively in substantially the following form: (The balance of the Section will be as at present.)

Section 3. Change so that it reads as follows:

All dues provided for under the preceding section shall be deducted from the pay envelopes unless otherwise requested. When a member has no wages on the pay roll, any contribution due from him to the Association must be paid in cash to the Treasurer, otherwise he will be in arrears.

Section 4. Change so that it reads as follows:

Bird & Son, inc. agree to contribute monthly to the funds of the Association a sum equal to *one and one-fourth* the aggregate amounts (balance of section to be the same).

Article X. Strike out Sections 1, 2, 3, 4.

Section 5. Change *$100* wherever it may appear to *$200* and number to *Section 2.*

Section 6. Change number to *Section 1.*

Article XI, Section 1. Change wording so that beginning with twelfth line it will read as follows:

(a) If he is in Class A—an amount at the rate of *$9.00* per week.

(b) If he is in Class B—an amount at the rate of *$12.00* per week.

Article XII—Life Insurance Policies. Add Section 1, which reads as follows:

Each member of the Association will be insured under a Group Policy, issued to Bird & Son, inc., for the following amounts according to his or her length of membership in the Association:

Length of Membership	Amount of Policy
Less than one year	$200.00
Over one year and under two years	400.00
Over two years and under three years	600.00
Over three years and under four years	800.00
Over four years	1000.00

Change Section 1 to Section 2 so that it will read as follows:

Upon the decease of a member of this Association, the Secretary of the Association shall at once notify the Savings Bank or Insurance Company with which the policy contract of the deceased member is outstanding and arrange for the payment to the designated beneficiary of the sum as provided in the policy.

Strike out present Section 2.

Article XIII, Section 1. Strike out second sentence so that section will read as follows:

This fund is provided to relieve the members of the Association and their families, who, through illness or misfortune, deserve financial assistance.

"Advise a man to submit to a dangerous and unnecessary surgical operation and he will probably do it," writes Ed Howe, the sage of Potato Hill, Kansas. "But advise him to exercise more in the open air and look to his diet, and he won't do it."

Bird Hall Way Back Before There Were Any Street Cars in East Walpole

SAFETY

WE had two cases of infections from cuts that were not attended to at once—Harold Higgins, DF, and Leslie Hall, FXF.

One serious accident occurred because Sulo Solomon, ERB, did not wait until the machinery had stopped before replacing a chain drive.

There were two strained backs because of badly handled material.

Phillipsdale again won the Safety Banner by leading all divisions for the last month of the old year

Standing

Dept.	No. Emp.	Accidents	Days Lost	Standing
DP	199	0	0	1.000
FF	269	1	2	.986
FB	248	1	4	.980
DM, DV, DF	229	2	6	.963
FX	232	2	20	.919
EM and ER	154	1	19	.916

A little forethought would have prevented every accident on the list.

Our 1925 Slogan—*THINK.*

—Safety Committee.

THINK before you start any machine.

* * *

Remember the new man coming into the plant is not familiar with all the dangers around him. Help teach him.

* * *

Think of keeping your locker rooms clean.

No Expense for Accidents—More Money in the Bank

HEALTH

THIS is the time when many people catch cold. A cold is not always a mild ailment. Often it prepares the way for more serious troubles, such as influenza, pleurisy, pneumonia and tuberculosis. Sometimes it is the beginning of serious inflammations of the ears and nose.

The common cold is caused by GERMS. It is, therefore, catching. It can be avoided. The following suggestions will help:

1. Keep in good condition; strong bodies are needed to fight off colds. Good, simple food, sufficient sleep and exercise always help.

2. Avoid exposure to infection. Do not infect others. If you have a cold, see that the discharges from the mouth and nose are not brought in contact with other people.

3. Keep your living and sleeping rooms properly ventilated. Windows should be kept open at the top and bottom, especially at night. If the heat of your room is too dry, moisten the air by keeping a pan of water on the stove or radiator. The temperature of the room should never be above sixty-eight degrees.

4. Wear clothing out of doors that fits the prevailing weather.

5. If you suffer from colds every fall and winter, go to your doctor for examination.

A good complexion cannot be bought
It must be earned by

1. Cleanliness
2. Fresh air
3. Exercise
4. Plain, wholesome food

"PAINT YOUR CHEEKS FROM THE INSIDE"

CREDIT UNION

Stop—Look—Read

	Members		Depositors		Borrowers
Oct. 1916	145		63		55
Oct. 1917	198 *Gain*	53	88 *Gain*	25	77
Oct. 1918	180 *Loss*	18	59 *Loss*	29	68
Oct. 1919	234 *Gain*	54	64 *Gain*	5	88
Oct. 1920	340 *Gain*	106	163 *Gain*	99	98
Oct. 1921	353 *Gain*	13	171 *Gain*	8	92
Oct. 1922	494 *Gain*	141	299 *Gain*	128	94
Oct. 1923	592 *Gain*	98	374 *Gain*	75	139
Oct. 1924	727 *Gain*	135	460 *Gain*	86	146

	Assets		
Oct. 1916	$ 4,410.46		
Oct. 1917	6,884.29	*Gain*	$ 2,473.82
Oct. 1918	5,917.40	*Loss*	966.89
Oct. 1919	7,155.92	*Gain*	1,238.52
Oct. 1920	16,476.92	*Gain*	9,321.00
Oct. 1921	18,720.94	*Gain*	2,244.02
Oct. 1922	31,766.54	*Gain*	13,045.60
Oct. 1923	39,623.69	*Gain*	7,857.15
Oct. 1924	49,110.42	*Gain*	9,486.73

WE publish these figures for three reasons:

1st, That those members who had faith in us when we started may see how we have grown and how their faith has spread.

2nd, That our new members may see the growth of the bank they have chosen to help them to be thrifty and independent through systematic saving.

3rd, That the other members of the Bird & Son, inc. Employees' Mutual Benefit Association who are with us now may see how fast and strong we have grown in a few years, especially since 1920. Before that everyone was urged to put their savings into Liberty Bonds and Thrift Stamps.

We have 137 members who have invested in twenty shares each, which is the maximum amount one person may hold. We have paid a seven per cent dividend on shares every year, except three, two of these years we paid six per cent and the first dividend in 1916 was at the rate of five per cent.

We are paying four per cent interest on savings accounts, figuring the interest every three months, and adding it to the principal. Deposits up to $150.00 go on interest the first of every month. After an account reaches $150.00, we suggest that it be transferred to a savings account in a larger bank.

Any member needing money for any necessary or useful purpose may borrow $150.00 on an unsecured loan and more if security is furnished. The Credit Committee meets every Tuesday night to pass on all loan applications received during the previous week. We take as security Second Mortgages, Stock Certificates, Bonds, Bank Pass Books, and certain kinds of personal property.

We invite you to join us. Get an application from your foreman. H. E. Rouillard in the office at the Floor Covering Plant is always glad to help you join or fill out a loan application. L. M. Pratt in the Building & Roofing Office will help employees at that plant, also. If you work at the Main Mill, drop into our office and make yourself at home, or hail the Treasurer, Albert Smith, when he is in your department. That is just the reason he is there.

Let's all work together during 1925 and make it the thriftiest year we ever had.

FIRE BRIGADE

East Walpole—The regular meeting was held on January 5, 1925, with Roll Call at 4.50 p. m. Fifty-two members were present and seven absent.

Inspector Frank Fisher gave a talk on the use of fire extinguishers and the meeting adjourned at 5.10 p. m.

Norwood—The Building & Roofing Brigade held their monthly fire drill on the evening of January 5. Drills were held by the Floor Covering Brigade on January 6 and 13. Instructions were given by the Deputy Chief relative to general rules to be observed pertaining to the Brigade and the mill as a whole. A general discussion took place relative to attendance at meetings, fire watches, responding to fire alarms, etc. The men were again asked not to allow any smoking on the premises, and to be on the lookout for anything that might cause a fire. There was a good attendance at the meetings.

JUST A THOUGHT

About a mile from Post-Office Square
Sits a club about which some of us care;
Others don't, we know not why,
For everyone seems to go right by.

Now the boys up there aren't so bad at all,
So why don't visitors come and call?
Come up and see our "Home Sweet Home"
After you've read this little poem.

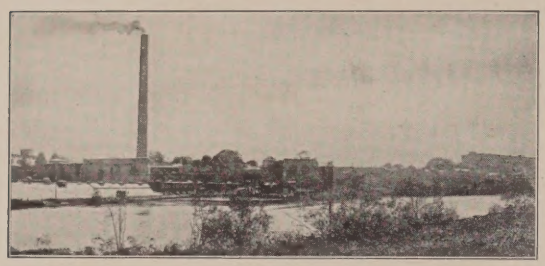
Not only the men, but the ladies too;
We'll find room for all of you;
Give you a good time and when you go,
You'll hate to leave, I surely know,

Some think that we're a stuck-up bunch—
I don't know where they got that hunch,
But surely you'll think otherwise
When you see that we're all regular guys.

Shake hands with FJS and old BK,
The rest of us, and then you'll say
That it doesn't seem to be quite true
That we've always lived next door to you.

Now this is all I've got to say,
And I hope to meet you all some day.
Three cheers for the Bird Club, one and all,
We surely hope you're going to call.

Norman L. Marden, PBL.



The
NEPONSET REVIEW

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The *Neponset Review* will gladly publish communications, suggestions, photographs, or articles of interest to its readers.

Address all correspondence to the Editor, *Neponset Review*, East Walpole, Mass.

It isn't life that matters, but the courage you bring into it.

—Hugh Walpole.

ABRAHAM LINCOLN

FEBRUARY 12 marks the anniversary of the birth of one who often has been called the "greatest of all Americans," Abraham Lincoln. It is not necessary to call him the "greatest" whom the country has produced, for it is our good fortune as a country to have produced many great men.

Maybe it was the most distinctive characteristic of Lincoln's qualities that he stands alone; and when a man stands alone, unduplicated, unparalleled, unrivalled, there is no call for comparison or contrast with others. None occupies such a niche in history as that held by Lincoln. Coming upon the scene in one of the greatest of humanity's dramas, he was sufficient. Many men with qualities of greatness might have done less well. It was not alone that he made secure the Union, proved the invulnerability of the nation by force of arms. He so directed the thought and acts of a nation that today we stand a united people; and his name is revered not alone in that part of the country which supported him in the heat of war, but as well in that part which was arrayed against him then. He prevented national disruption; and he did more. He recreated the nation as a Union.

It is a happy circumstance, from sentiment's point of view, that our two outstanding leaders should have had their birthdays in the same month. For the work of each intertwines with thoughts of the other. If Lincoln, rising to the heights of vast opportunity in his day, made permanent the building begun by Washington, so there might have been no American states at all but for the courage, farsight and sagacity of the Father of his Country. Washington foresaw the growth of the nation. Lincoln saw back along the highway of achievement from Washington's time to his own, saw forward to the new opportunities and the inescapable responsibilities of the future, and linked all together in the determination that liberty and union should endure on our continent.

Different as these two men were, yet we can trace in each the secret by which men are great. It is the secret of simplicity, which is a secret only because it is obvious.

Much of the appeal in the thought of Lincoln comes from the circumstances of his birth and struggles toward success. And it is right and wholesome that this should be so. We believe, in our country, in the equality of opportunity; but we do not mean by that that life is, or should be, easy for all. Lincoln began face to face with the most utter hardships. He proved by his efforts and by his achievements that man's destiny is largely in his own hands, that the individual, given character and determination, can, in our land, override all obstacles and come to the top in order that, when summoned, he may in turn serve the land that gave him opportunity. There is little in the range of human drama that is not exemplified in the struggles, triumphs, service, sacrifice and death of this man. And so we wonder at him, and so we love him.

We need in our land something of the imagination, courage and sane balance of Lincoln, and there is never any time when we do not need those things. Most of all, we need now faith in our public men, and faith in politics as the method of representative democracy.

HEROES

One dared to die. In a swift moment's space
He fell in war's forefront, laughter on his face—
Bronze tells his fame in many a market place.

Another dared to live. The long years through
Felt his slow heart's blood ooze, like crimson dew,
For duty's sake, and smiled. And no one knew.

—Hilton R. Greer.

LIBRARY

BACON has said, "Histories make men wise; poets, witty; the mathematics, subtile; natural philosophy, deep; morals, grave; logic and rhetoric, able to contend."

There is another more homely office which good books fill; too few of us realize the rest and consolation which they offer when our brain and body are wearied. At first it may be difficult to concentrate, but gradually interest is awakened by some absorbing tale, description or adventure, and our indisposition is forgotten.

Some of the good new books which have come to us recently:

"Letters from a Senator's Wife," which gives insight into Washington social life at the time of the Harding Administration; by Frances P. Keyes, wife of the Senator from New Hampshire.

"The Fabulous Forties," a picture of New York and America at the time when Fanny Elsler, the great Viennese dancer, visited this country, when Dickens made his criticisms, when Barnum came into notice. As one critic describes it, it is a record of America's awkward age, the spirit of which the author, Meade Minnegerode, has captured to perfection.

"The Bon Adventure," the experiences of the author, Edmund Blunder, on a trip to South America in 1921, on a cargo ship in pursuit of health, which had suffered during service in the great war.

"White Light Nights," little sketches on modern New York, by O. O. McIntyre.

Every young business man or woman who aims to succeed should read the new book by Albert E. Lyons, "The Self Starter," a collection of short inspirational essays and sketches. In the words of the author, "What is set forth herein does not matter so much as what you have READ into it."

He also fears that the conclusion of one reading the book is that it applies to someone else and should not be taken personally.

The book makes interesting reading and has value to the chap who is a self starter already. It will crystallize for him many of his ideals and may help him to express himself so as to get them across to others.

In other words, "The Self Starter" is an excellent book for the man who has a battery to excite the starter and an engine to keep going when started.

The book can be of use to a superintendent as a way to help some of his "key men," especially if emphasized to fit the individual needs. Incidentally the superintendent, in reading the book through in search of the right inspirational lines to emphasis for his subordinate, may gain something of help to himself.

Some new stories:

White Monkey	Galsworthy
In Chancery	Galsworthy
Inverted Pyramid	Sinclair
Visible and Invisible	Benson
Winding Stair	Mason
New Friends in Old Chester	Deland
Bush Rancher	Bindloss
Neighborhood Stories	Gale
Hearts Kindred	Gale
Tinder Box	Davies
Dawn	Porter
The Eyes of Max Carrados	Bramah
The Lunatic at Large	Clouston
Pocono Shot	Foote
La Dame de Sainte Hermine	King
Pam at Fifty	Von Hutten
Peter Ruff and the Double Four	Oppenheim
Love and the Philosopher	Corelli

FILE YOUR INCOME TAX EARLY

IF you must file an income tax, do it as soon as possible.

Federal Income Tax Returns must be filed not later than March 15.

Returns are required of every single person whose net income for 1924 was $1000 or more or whose gross income was $5000 or more, and of every married person whose net income was $2,500 or more.

There is no change in the personal exemption for single persons, which is $1000.

Married persons living with husband or wife and heads of families are allowed an exemption of $2500, regardless of the amount of net income. A credit of $400 for each person dependent upon him for support, if such person is under eighteen years of age, or incapable of self-support because mentally or physically defective, is still allowed.

If you were married during the year, credit is allowed for the proportion of the year you were married.

Massachusetts Income Tax Returns must be filed on or before March 1, by everyone whose total income during 1924 was $2000.00 or over.

Interest received from accounts in national banks and in certain trust companies is taxable on the State return.

If you receive a state blank and are not required to file, return the blank to the Income Tax Director.

Assistance in making out returns will be given in the Labor Bureau at any time. If you are in doubt as to whether you should file, call at the office. We will be glad to help you.

—Labor Bureau.

NOTES FROM PLANTS AND OFFICES

PAPER MILLS

East Walpole

We extend our congratulations to Arthur Maguire who was elected Selectman at the recent Town election, and wish him well in his initial venture in government administration.

Joe Roach, DMB, is planning to build a house in Norfolk, on which he expects to do a large part of the work himself.

Mike Burke and August Hildebrandt
Two of our Beater Room Old Timers

Mike Burke, DMB, shot a red fox on one of his recent hunting expeditions. It was the first one he had ever encountered while out gunning.

We extend our sympathy to Frank Bilak who is laid up with a broken toe.

Bob Morse is now a full-fledged radio fan. He has a five-tube set and is surely enjoying it.

Wilbur Fay and Bill Quinn Display Trophies of the Hunt

Mr. Schaier and Mr. Conrad have recently returned from a trip to Pont Rouge and they report that it is cold in Canada. There is no evidence of a change in the seasons there.

Maintenance

The foremen of the Maintenance Department with a few guests chartered a Pierce Arrow bus from the Union Terminal Transportation Co., and at five o'clock set out joyously for Boston and a good time. After dinner at the United States Hotel, they went to one of the most popular theatres, where they enjoyed the varied program offered. From all accounts they had one glorious time,—the bus rode like an ocean liner, the food was excellent, the entertainment diverting. Things went entirely smoothly at the mill, and even Fred Duncan was allowed an entire evening of carefree enjoyment, for which he is duly grateful.

We are glad to welcome Maurice Tarr in the Yard Department and J. H. Bowers who is to assist Mr. Conrad. Both young men are making their homes in East Walpole.

The men of the Maintenance Crew are planning a party very soon which promises to be a glorious occasion.

Nelson Boulter is back with us again after his illness.

We congratulate Billy Doyle, who has a new small member in his family.

Box Shops

Announcements of engagements come so fast among our girls that it is hard to keep up with them. Nena Holmberg announced her engagement, resigned and was married in so short a time that she rather took our breath away.

Alma Walsh has confided her intention to take up housekeeping seriously and Jean Richardson has changed her last name.

It is good to have Edith Jonah back with us looking so well after her operation.

Reports from August Petrova, who has been seriously ill at the Massachusetts General Hospital, are most encouraging.

We extend our sincere sympathy to James Capone, of FXF, whose daughter died recently after a long illness.

The FX2 corridors are certainly greatly improved with the new coat of paint.

We are glad to welcome William Littlefield, who has joined the FX1 Office staff.

On the 6th of January a shower was given Miss Nena Holmberg in honor of her approaching marriage to Emil Sigemund. She was presented with many beautiful and useful gifts—also many suggestions and much kind advice. We were very pleased upon arriving to find that Sigie was among those present and from then on joy was uncon-

Miah Coughlin, Herb Thompson, and Bill Maxwell
Catching Their Breakfast

fined. In the course of events a mock wedding was presented which made such a hit with the prospective groom we wish we might print it in detail.

To begin with, Mrs. Charles Rafuse, faultlessly attired as a clergyman, slowly and solemnly entered followed by the bridegroom (Edith Jonah), who was plainly ill at ease and nervous. While we know it isn't customary to describe the groom's apparel, we feel we must mention the fact that we never did care for red neckties at weddings. After the groom was properly stationed, the organist, Dorothy Tenney, played the wedding march and the flower girl, Florence Applebee, entered scattering roses in the path of the bride, Clara Burke. Right here we pause to state that the bridal costume was an artistic triumph. The gown was peacock blue jersey and the veil of rare old yellow cheesecloth caught up with pink ribbons. She carried a shower bouquet of celery. Ann Richardson, dressed in rompers and wearing a big bow of ribbon, came last bearing a pillow upon which rested the ring, a rolling pin, and a leash.

The party assembled, the minister conducted the service with due dignity and solemnity. After being assured that there were no barriers to the union, he went on:

"Then let the crime proceed. You will please join hands but let there be no petting."

Sigie promised, albeit very faintly, and only after vigorous promptings from the bride that he would renounce all the joys of bachelorhood, including the right to his pay, to complain of the cooking and to sit in at 5-card whist.

Nena, on the other hand, in a steady voice announced her willingness to accept the groom as her lawfully wedded husband and promised to keep his feet in the straight and narrow path and to save him from the cruel clutches of all heartless flappers like Mary O'Malley.

After the promises had been signed and sealed by a ring for Nena and a leash for Sigie, and Nena had produced a rolling pin as the symbol of her victory over her man, the benediction was pronounced and responded to by the organist playing, "Why Did I Kiss That Girl?"

After the ceremony the happy pair joined in the merry-making, apparently as good friends as ever. Refreshments were served and music and dancing was enjoyed. Nena has been our hostess on other pleasant occasions and Sigie's hospitality made a big hit with us on this occasion, so we are looking forward to pleasant times with them both in the future. We all unite in wishing them happiness.

Phillipsdale

Sometimes we stop and wonder if our friends at East Walpole and Norwood remember that there is such a thing as a Safety Banner, or if they remember what it looks like. Every time Frank Fisher comes down here he stands back and takes a good, long look at it, and, if he is feeling good, will tell us some story of the old days when the banner was at East Walpole. For the benefit of those who can't come down here to see it, it has been suggested that we have a photograph taken of it and sent to East Walpole to be passed through the departments just to keep up their courage.

The Providence Safety Council is holding a course of ten lectures given weekly in the Providence Commercial High School Hall. The course is now half over and the speakers have been very good. The following men have attended the lectures so far and hope to get a certificate of perfect attendance: Rex Salisbury, Wm. Banks, Henry Phelps, Walter Watson, Alec. Homonuck, Clifford Banks, Lloyd Allen and John Nolan.

At a foremen's meeting held February 9th, we had the pleasure of having Mr. Montgomery and Mr. Russell with us. Mr. Montgomery spoke of the plans which each foreman should make to better his department in 1925 and his talk proved very interesting.

We have a real dirt farmer working in the beater room, name of Steve Baron. The farming business is very good and he is about to blossom forth in a nice new Ford truck.

Phil Delaney has been on the sick list for about two months, but he is now feeling much better and hopes to return to work soon.

Charlie Duchain is the proud father of a fine baby girl. We wish the baby the best of health and happiness, Charlie.

Irving C. Eaton and William Banks have been appointed to serve on the Phillipsdale Suggestion Committee. We have some live men here and are getting some good suggestions. The committee is now composed of the following: Thomas G. Henderson, Irving C. Eaton, Rexford Salisbury, Jack Hammerli, Oscar Anderson, Wm. Banks and Fergus Christie.

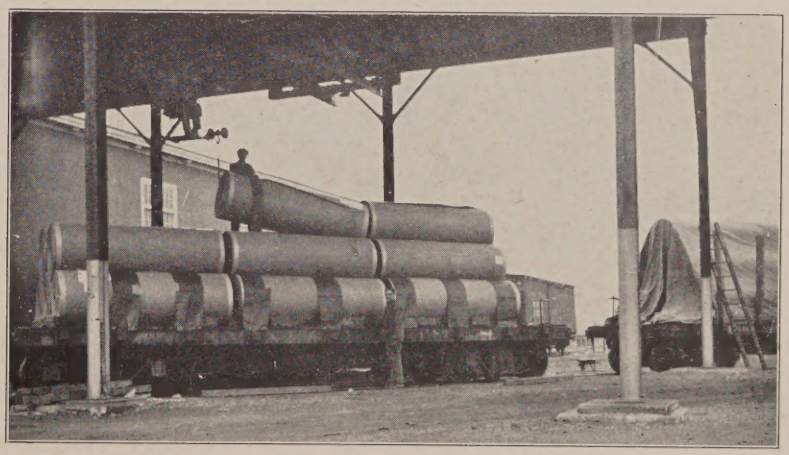
ROOFING MILLS

Norwood

Phil Surrette, FBPM6 10, has returned to Canada for an indefinite period. He hails from New Brunswick.

H. A. Dresser, FBM, has the sincere sympathy of his shopmates in his recent illness. As a token of sympathy the Ladies' Aid of the church sent him a large bouquet which, unlike the one that graced the desk of the original Curley man, was fresh and fragrant. It is reported that Harry, after his complete recovery, will devote a day or two to calling in East Walpole to express personally his appreciation.

Don Kimball was a guest of the Building & Roofing Sales Dept. at their Southern Division meet-up in Washington, D. C., January 5th and 6th. It was a particularly tough job for Don in that Washington is his home town. He reports that times have changed since the days he lived in the Sunny South. When he stepped off the train he found Washington knee deep in snow and slush.



Loading Floor Covering Felt on Flat Cars at Phillipsdale

George LeBlanc, whose wife passed away Monday night, January 12th, has the sympathy of his fellow workers at FB. She left several small children, the youngest of whom is 2 days old. Mr. LeBlanc came here from Nova Scotia with his family about one year ago and has been employed on No. 5 machine.

Helmar Eklund recently parked his car on the banks of the Charles River while he enjoyed himself fishing. Now what the keys of the car had to do with making a big catch does not appear, but when Helmar returned to the car his keys had vanished. After vain attempts to start, he telephoned to Norwood and had a wrecking crew come and tow the car with its load of fish to Norwood.

Pat Maguire has been wearing the smile that don't come off. Another boy is making his home at Pat's house now.

Mike Damules, FBPM6, recently suffered the loss of his barn by fire, and along with the barn went Mike's perfectly good pig and a stock of fodder.

Rob Roy is negotiating for a radio set that will put him in the radio fan class. Harry Lauder and Tom Lipton should be notified as soon as Roy is all fixed up.

The reading matter now being left in FB Brigade Room should not be taken from the room. Please leave it on the shelf so that all may enjoy the books and magazines sent from the Library.

Perhaps we aren't proud of our showing in the Suggestion Contest this year! Three of the prize-winners are "ours" and our own John Buonpane captured the special prize for the most valuable suggestion. We congratulate them.

It is interesting to note that all of our suggestion prize-winners, John White, John MacAleese and John Buonpane, have been members of the Local Safety Committee this year.

Our sincere sympathy goes to Paul Sansone, who recently lost his wife.

Chicago

We are sorry to learn that Mrs. Lamphton, one of our cooks, is still confined to her home as a result of a fall during the recent icy pavements and hope we shall soon have her with us again. The same is true of Ed Baldwin, our storekeeper and nail room packer. Ed, too, took a spill, breaking one of the small bones in his leg.

Both Machine Crews had "non-stop" runs the first week of the New Year. This is a good start—let's keep it up.

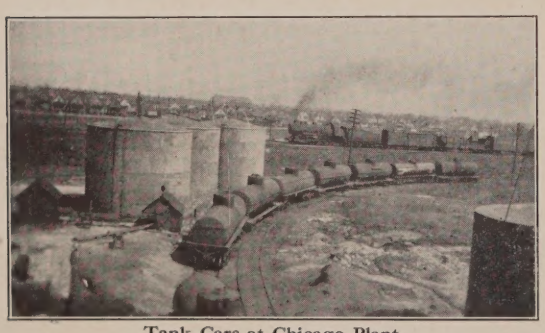
Auto News

Mr. Hird has re-named his car—it is now the Silent Knight, i.e. you can't hear it running nor can you feel any vibration at any time, in fact even after you get out of it.

B. J. Overholt's car has developed the "ice glide," which he hopes to set to music.

Dutch Jansen's car is up on blocks for the winter. It really pays, however, to buy a car that can be used all year round.

Arch Downey's car was stolen again, but he later found the street cleaners had taken it. Well, why blame them,—it needs paint badly.



Tank Cars at Chicago Plant

Frank Smith, our former Traffic head, passed out his Merry Christmas with a box of cigars for the office.

Frank Smith and Bill O'Connell, both former Traffic heads here at our plant, were the leading prize winners in a recent contest held by the Floor Covering Sales Division.

Bob Breback created quite a disturbance when he appeared recently in a (?)hair vest.

Built-Up Jobs

"Bill" Heine comes to bat with 262 squares on several jobs in his home town of Elgin.

M. L. Jones landed a 100 square job of Built-Up at Pine Bluff, Ark., this last week.

The combined office forces of both the Floor Covering and Roofing Division, together with the foremen, joined in a Dinner Dance at the Sisson Hotel this week. Arch Downey, our Roofing Sales Manager, who leaves this week to be connected with our Eastern Office, was presented with a watch by his friends of the Chicago plant.

Miss Whitman is now in charge of the files.

All the salesmen seem very enthusiastic about the meet-up. The vim and vigor displayed on hopping out into the territories shows that the various speeches emphasizing the fact that success is 90% hard work had very good effect.

Following are the salesmen who ranked first and second in the December Bulletin:

1. Sales in Dollars: M. L. Jones, S. E. Williamson.
2. Per Cent of Quota: M. L. Jones, C. B. Rubicam.
3. Standing on New Accounts: F. P. Smith, R. D. Carlisle.
4. Calls Reported: F. P. Smith, H. L. Mehlman.
5. Percentage of Rug Shipments to Total: R. D. Carlisle, M. L. Newman.
6. Per Cent of Gain First Eleven Months 1924 Compared to 1923: R. D. Carlisle, C. E. Tyson.

Of special interest to the Eastern Division as well as the Western Division is the fact that the latest check-up on the per cent of quota reached by the Western Division is somewhat over that announced at the meet-up. Latest available figures indicate that the Western Division has reached 99.8% of their quota for 1924. Where, oh where, are the remaining .2?

January 1st, 1925, saw several new salesmen in the field. B. I. Hindmarsh, formerly of the Sales Service Department of the Western Division, is now "bringing home the bacon" in the Illinois territory. A. J. Spaulding is doing his bit in Nebraska, Mr. Haberstroh in Missouri and G. A. Saunders is going to work Arizona, Utah and Idaho, but will work under Mr. L. K. Smith of the Pacific Coast Division. A. B. Peterson is replacing his brother, R. D. Peterson in Louisiana.

The bowling league games were held up in December due to extra hours on the machines. The league standing at present is:

	Won	Lost
Art-Crafts	8	1
Paroids	6	3
Supers	3	3
Accounting & Sales	1	5
Mfg. Office	0	6

Games are to be resumed this month.

Mr. Lloyd Staley of the O. K. Roofing and Paint Company of Plymouth, Indiana, visited the plant on Friday. M. L. Jones brought in dealers, G. A. Covington of Conway and F. H. Meek of Pine Bluffs, both of Arkansas. Salesmen Stephens, Williamson, Hennessy and Peterson were in. Peterson was accompanied by his brother who is to join the Floor Covering Sales Division. M. L. Caton dropped in for a visit on Thursday afternoon. Messrs. Dennis and Longhons of Decatur, Illinois, were also in.

Messrs. Kellar, Riszer and Becker of the Richardson Company were in for a visit to the Mill.

We've had some pretty cold days here this Winter—the coldest was 22° below.

Hamilton

Miss Marjorie Brunton, our Westdale Queen, came to work one Monday morning with a "glimmer" on the third finger. You all know what that means—we are going to lose Marjorie.

The following interesting account of the office Christmas party was taken from the Hamilton "Spectator."

Christmas Party Furnished Merriment for 80 Children

The office of Bird & Son, limited, on the Beach road was the scene of a merry gathering on Saturday afternoon, when a Christmas party was given for the children of the employees. More than eighty children, with parents, were present and had a delightful time.

The first half hour, from 3 to 3.30, was spent in getting acquainted with each other, after which junior and senior games were conducted in two sections of the office. The entertainment committee had made excellent plans for games suitable to the occasion, and it was a pleasing sight to see the little ones enjoying themselves under the direction of the ladies of the committee, and also the older children under the direction of the men. This part of the program also provided as much fun for the parents and others as it did for the children, as all entered heartily into the fun and merriment.

At the conclusion of the games ice cream and cake were served to all, then Christmas crackers were passed around, and this was an exceedingly pleasing feature of the program.

Immediately after the refreshments were served, Santa Claus made his appearance from the roof and came hurriedly down a ladder at the end of the office and joined in with the children, who gave him a wonderful welcome. He emptied the pack on his back and unloaded the gifts from the tree and found a present for every boy and girl. When the gifts were all distributed Santa made his exit up the ladder and off the roof and brought the party to a close after all present had expressed their appreciation to the committee for the splendid work done.

It was also decided that as the party was such a distinct success it be made an annual event.

As the little ones left they were all given a Christmas package of candy, nuts and an orange. It certainly was a happy crowd of children that dispersed from the office at 5 o'clock.

Suggestions accepted:
Change in Lighting System—Thos. Watts.
Heater Strainer—A. E. Fagan.
Heater Spray—A. E. Fagan.

We are glad to welcome into our sales force N. A. McLellan, formerly of The Cumberland Supply & Roofing Co., Amherst, N. S., who will represent us in New Brunswick.

Boosters of Neponset Products from Hamilton

Our Office Girls, Hamilton

FLOOR COVERING PLANT

Norwood

Peter McCall, of FFM, is receiving congratulations upon the birth of a daughter. He is also enjoying a momentary bit of newspaper fame owing to the fact that the child was the first newcomer to Norwood for the year 1925.

That FFR, the Rug Finishing Department, is alive and doing business and driving ahead, is shown by the following records put up during January:

Wosner's winder crew	234 9x12 rugs in an hour
Margottini's cutter crew	22 rolls, 330 rugs, in an hour
Moore's waxer crew	32 rolls, 480 rugs, in an hour
Sidlackaz's winder crew	1670 rugs in ten hours

Since the mill took over the handling of the sales of our product to our employees last June, we have recorded, cut and delivered nearly 1500 individual orders.

The grippe gets us one or two at a time, and those of us who escape its clutches may call it good luck or the care we take of ourselves, as the case may be. (For details, see the Neponset Review Health Column, invaluable feature month in and month out.)

Not to be outdone by the Rug Finishing Department, the Floor Covering Finishing Room crew waxed, inspected, rolled and finished for shipment 22,192 square yards in one ten-hour run, thus boosting their own high mark.

We are glad to welcome Joe Long back at work again after having been laid up several weeks with a broken ankle, which was his share of an auto smash.

Now is the time of year when enthusiasts begin to get the hen and chicken fever. One of our fellows who has a minor case of it saw a sign outside a tombstone store the other day, which read, "Orders taken for spring settings." It is a question whether or no he went in and inquired what special breed they featured.

Joseph Files of Quincy is our new timekeeper.

CARDS OF THANKS

I wish to express my thanks to my friends in FX2 for the lovely gifts I received at the shower and also for the beautiful wedding present.

—Nena Holmberg Sigemund.

To my friends in the Machine Shop, I extend my thanks for their good wishes and for the gift they sent.

—Emil Sigemund.

THE SAWYER SWALLOW

Here we have the Sawyer Swallow,
A handsome, dapper bird
Who eats and dreams Neponset Rugs;
Now isn't that absurd?

He raised a racket here one time
And never has let up;
But the racket that he raised so well
Won many a tennis cup.

He's a gifted cuss and nary a fuss
Ever mars his day;
And we must confess that nevertheless
He always gets his way.

This handy bird, we've often heard,
Has friends without an end,
And many a day, we've heard folks say,
"Every swallow makes a friend."

And when he takes his little grip
The country through to roam,
The orders all come pouring in
And follow the Swallow back home.

—Jerry the Office Cat.

This is the third spasm of the Bird Cage series by Mike and Ike. Ike (or is it Mike?) was somewhat disturbed by the fact that birds on the wing are rather hard to portray. Mr. Shergals, our intrepid inspector and art critic par excellence, gave him great encouragement and assurance, however, when he recognized the drawing without an instant's hesitation as that of a Panama general whose picture recently appeared in the newspapers. Whereupon, Ike concluded that generally speaking the picture was OK.

OFFICE AND SALES

We offer our best wishes to Alice Darville, Stenographic, and Dagmar Anderson, Accounting. Both girls have recently announced their engagements.

Miss Elsie Potter has transferred from the Service Department to the Credit Division. We wish her every success in her new work.

Miss Jessie Raymond left us recently to accept a position in Boston.

We are glad to welcome Miss Charlotte Bedell to the Floor Covering Sales Department.

The Southern salesmen's meet-up, held January 5th and 6th at Washington, was highly successful. Mr. Bailey, Paul Breen and Don Kimball attended and they report a most enjoyable and profitable time, but their expectation of balmy weather got a most decided jolt.

The icy roads have made driving a car a hazardous undertaking. John Ahearn and Dick Keneally skidded on Dean Street and the car turned over. Fortunately neither of the fellows were seriously hurt.

Howard Whitney was smashed into when on his way home from Boston the other night. He was laid up for a few days with minor injuries, but we are glad to report that he is now all well again.

We are glad to learn that Jim Dowling's wife, who has been seriously ill, is now well on the road to recovery.

The members of the Accounting force are rejoicing over the fact that the inventory is practically finished.

The Smack Club has the plans all laid for a sleigh ride to be held in February if the weather man produces the necessary snow storm. The initial effort of the enterprising young organization at Christmas was such a decided success that all members are eagerly looking forward to future affairs.

Howard Richardson is doing a very good business in *Barefoot Pop Corn*, a superior brand that is enthusiastically praised by those who have tried it.

Florence Coffin has transferred from the Files to the Stores Record Department.

We extend our sincere congratulations to Edward Gallup who was recently married in Berkeley, California. After a short trip Ed returned East with his bride and has rejoined the Building & Roofing Sales.

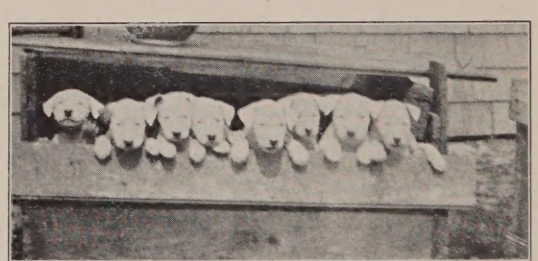
NOTICE

SPECIAL MEETING—E.M.B.A.

BIRD HALL 8 P. M. FEBRUARY 17

To consider changes in Constitution and By-laws. [See Page 4.]

D. J. Cullinane, Sec.



Didn't We Hear the Dinner Gong?

A row of puppies from the kennel of our friend, John Robertson, T, whose dogs are coming to be known far and wide

BIRD CLUB ACTIVITIES

QUITE the tip-toppingest of the season to date was put on in Bird Hall, January 9th, to a crowded house.

The Norwood American Legion Glee Club, which includes several of our own fellows, covered themselves with glory, especially in the typical glee numbers given on their second appearance on the platform.

Doris Goodspeed made a hit with her readings, into which she put a particularly chic and winning personality.

Lawrence Lester captivated the audience with his whistling.

Katherine Olson has a very good voice for singing and her Dutch dance in wooden shoes, with buck and wing for an encore, won her an ovation.

Frank Armitage with a burlesque grand opera, used boys and girls invited from the audience as characters. His ventriloquism and magic had the crowd screaming.

Dancing followed, Parky Rogers producing a peppy orchestra, among them our old friend, Bill Freeman, who can make the saxophone fairly cry out loud.

The first members' meeting at the Clubhouse was held Friday evening, January 23rd, with about thirty present. The night was bitter cold, but those who ventured were well repaid.

Rev. Manley B. Townsend of Medfield gave us a delightfully humorous and interesting address on native birds and animals. The speaker is a lover, a life-long student, and hence an authority on these things. We had of him facts and sidelights on the habits of our furred and feathered friends that gave us something both to laugh and to think about

Clam chowder, coffee, cakes, and cigars afterwards topped off the evening to prefection.

The members who miss these, our own meetings, miss what seems to many of us the best feature of the club.

The next entertainment comes February 6th. It is to be the night of amateurs. Arthur Wilson is the new chairman, and he has a committee who are pushing ahead. All we need now is for every mother's son and daughter of us who can entertain to come forward and volunteer to do his bit to make the night an unforgettable one in Bird Club annals.

The next members' meeting is set for Friday evening, February 20th, when we hope to have a speaker on athletics.

BOWLING

THE Walpole–Norwood Industrial Bowling League is well along in the second section of its schedule, with only four more weeks to go.

The Berwick & Smith team is making a strong bid for first place, trimming the other teams almost at will. Plimpton Press is making almost as strong a bid for second place with Hollingsworth & Vose, Fleming & Co., American Glue Co. and Bird Machine Co. pushing them hard. Bird & Son, inc., is floundering around in the middle of the standing not wanting to go lower, but unable to rise very far.

A word about our team. Clarence Mattson deserves a large amount of credit for keeping the team together. He is handicapped every week by two or three of his best bowlers going away to bowl for other teams. This means he has to pick up a new team every week.

The standing to date:

	Won	Lost	Per Cent
Berwick & Smith	47	5	.902
Plimpton Press	39	17	.694
American Glue Co.	31	21	.595
Hollingsworth & Vose	29	23	.557
Fleming & Co.	29	23	.557
Bird Machine Co.	28	28	.500
Bird & Son, inc.	24	32	.427
Winslow Bros. & Smith	19	37	.338
American Brake Shoe	12	37	.250
J. S. Cushing	10	46	.176

Just for a little fun and exercise on the evening of January 15, 1925, a bowling team picked from the Building and Roofing Plant matched their skill with a picked team representing Bird & Son, inc., E. M. B. A. The match was pulled off at Murray's Alleys, Norwood.

The summary tells the story of just how good those fellows from the Roofing Plant are. Some may think they are "Old Timers," "Has Beens," etc., but just study it a minute. Don't look too long at that three-string total of John Graham's, because he claims he was way off and ought to be ashamed of himself for such a poor showing.

Building & Roofing				Totals
Ray Call	87	84	86	257
Ed. Sears	99	89	98	286
"Dick" Stoddard	86	85	107	278
Paul Sansone	97	106	81	284
Jack Graham	101	104	106	311
	470	468	478	1416
Bird & Son, E. M. B. A.				Totals
"Bucky" Burke	74	84	90	248
Al. Smith	95	75	71	241
"Mo" Mason	88	98	90	276
Ed. Hall	104	94	96	294
Lee Hills	102	101	94	297
	463	452	441	1356

ANNUAL FLOOR COVERING SALES MEET-UP

AT the "salesmen's meet-up" of Bird & Son, inc., which ended this week at the Hotel Lenox, Boston, and the plant at East Walpole, Mass., full details were given of the company's plan to increase manufacturing facilities at a cost of $600,000 to meet the demand for increased production of Bird's NEPONSET Rugs and Floor Coverings, created in a large measure by the salesmen who were gathered from all parts of the country to the number of 75. The increased equipment includes a new rug-making machine and is a duplicate of one installed about a year ago, which was thought capable of handling the increase for a long time to come. In fact, the 1924 record showed that the mill was not only worked to capacity every day in the year, but was, in fact, oversold. The new machine will make 1000 rugs per day of the 9x12 size.

During the conferences, Mr. Charles Sumner Bird, the President of the Company, addressed the salesmen on conditions in general and was followed by Vice-President and General Sales Manager Mr. Philip R. Allen, who re-emphasized the company's policy of building up, with and through the local dealer; and H. E. Sawyer, Jr., sales manager of the floor covering division who outlined plans for the coming year. Departmental discussion was led by W. B. Rogers, eastern sales manager; R. W. Westcott, western sales manager and C. W. Alexander, sales service manager, who gave his experiences supervising the unique "duck windows" throughout the country, where live ducks in display windows swim about in a pond made of a Bird's NEPONSET Rug to show its pliability and genuine waterproofing qualities.

Paul L. Cornell, manager of the marketing division of the Harry C. Michaels Advertising Agency of New York, outlined the advertising program for the coming year; H. H. Miller, treasurer of Bird & Son, discussed credits, and a vigorous discussion from the manufacturing viewpoint was led by S. B. Montgomery, assistant manufacturing manager.

GIRL'S BOWLING LEAGUE

	Won	Lost	Per Cent.
Bird & Son	33	15	.686
Commuters	24	20	.545
Holliston Mills	26	22	.541
New Eng. Tel. & Tel.	9	35	.204

Highest Single String, Margaret Jones, Bird & Son, 109
Highest 3-String Total, Gladys Duncan, Bird & Son, 256
Highest Team Total for 3-String, Bird & Son, 1167

VETERANS' ROLL OF HONOR

WE give below a list of those whose fifth, tenth, fifteenth and twentieth anniversaries come during February together with the names of our veterans who complete over 20 years' service.

			Yrs.
Thomas P. Maguire	Pension	Feb. 3, 1880	45
Rose Friary	Box Shop	Feb. 1, 1888	37
Carl Schaier	Paper Mill	Feb. 6, 1890	35
Georgie Brennan	Box Shop	Feb. 10, 1893	32
H. H. Miller	Treasurer	Feb. 17, 1902	23
John Davis	Paper Mill	Feb. 5, 1903	22
Martin Lambine	Maintenance	Feb. 1, 1910	15
William Banks	Phillipsdale	Feb. 6, 1910	15
F. Lowe	Chicago	Feb. , 1920	5
Raleigh Searles	Chicago	Feb. 2, 1920	5
S. B. Montgomery	Asst. Mfg. Mgr.	Feb. 5, 1920	5
Steve Sabenecki	Power & Steam	Feb. 6, 1920	5
Clarence Pierson	Phillipsdale	Feb. 13, 1920	5
Steve Druzas	Box Shop	Feb. 16, 1920	5
William Standish	Bldg. & Rfg.	Feb. 17, 1920	5
Ellen O'Malley	Fiber Case Sales	Feb. 17, 1920	5
Frank Sutherland	Floor Covering	Feb. 20, 1920	5

HAMILTON

		Years
W. Jackson	Dec. 9, 1918	6
H. E. Davenport	Jan. 1, 1898	27
R. Faulds	Jan. 23, 1917	8
N. Gibeault	Jan. 23, 1911	14
H. A. Main	Jan. 1, 1920	5
A. E. Fagan	Jan. 21, 1920	5

CAN YOU THINK IN MILLIONS

Unless You Can, Do Not Read This

THE year 1924 was a banner year for the Floor Covering Plant.

Here are a few items that are interesting just because they run into the round millions:

1. Saturated felt received from FB and used — 26,700,000 lbs.
2. Raw stock received and handled through FFV — 37,000,000 lbs.
3. Oil materials used — 4,800,000 lbs.
4. Oils boiled and processed — 4,680,000 lbs.
5. Floor Covering, Rugs and Rug Border finished — 10,847,000 sq. yds.
6. Finished materials shipped — 41,000,000 lbs.
7. Spiral tubes produced — 4,680,000 ft.

The best way to test a friendship is to depend upon it in an emergency.

Uncle Reuben says: "The feller who is allers so durned keerful about gittin' his share o' the puddin' ain't allers so durned pertikiler about the other feller gittin' *his* share, too!"

The man who can tell the truth, even when it hurts, or costs him something, need not worry about his immortal soul.

Don't brood. Don't let Yesterday's mistakes intrude upon your mind and trip you up Today.

The NEPONSET REVIEW

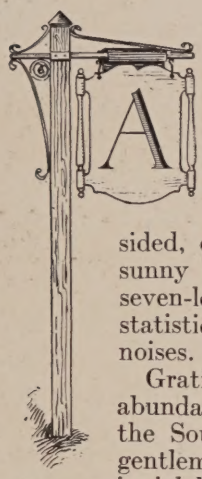
SOUTHERN NUMBER

MARCH, 1925

The
NEPONSET REVIEW

VOL. XIII. MARCH, 1925 No. 3

The South



A LAND OF BEAUTY AND CHARM to the eye and of glamor and romance to the imagination, "The South" is a phrase to conjure with, more especially when the rigors of New England's winter climate without have diminished the austerities of the New England conscience within. Then the South becomes as a paradise to which one would be transported without reluctance and with no compunctions of conscience. However, the shadow of sober-sided, conscientious toil and factory smoke is making its way into the sunny South. The insistent hum of factory wheels, the crescendos of seven-league traffic, the roar and glare of furnaces, the bustle of gathering statistics of production, costs and profits, are filling the land with new noises.

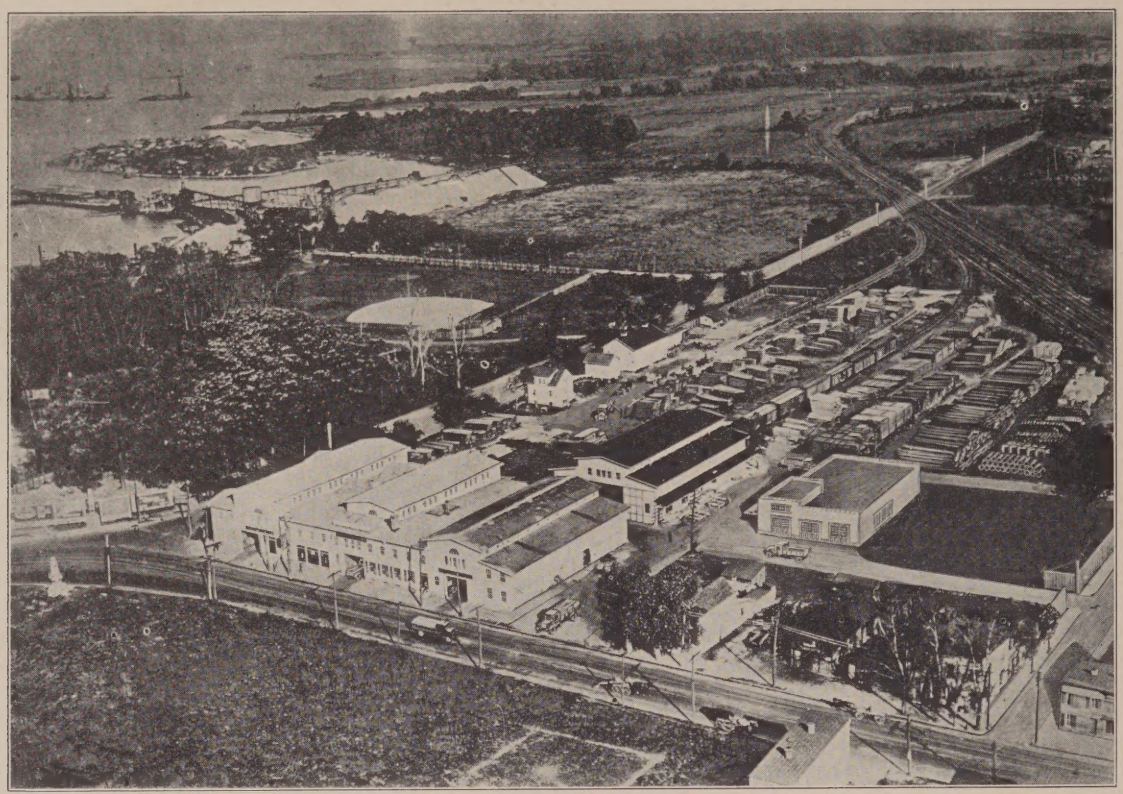
Gratifying as industrial development is, with its concomitants of more abundant material well-being and more intensive living, it is certain that the South will never cease to cherish the tradition of "the Southern gentleman" with its emphasis upon courtesy, poise, pride of culture and inviolability of personality.

For sales purposes, the South is divided into the Southern Division which includes the South Atlantic states and that group of Gulf and Mississippi River states whose needs are served by the Chicago office.

Our Southern Division for the sale of Roofings, Building Papers and Wall Board is composed of Florida, Georgia, South Carolina, North Carolina, Virginia, West Virginia, Maryland, Delaware and the District of Columbia. Some of the dealers who have been longest on our books are in this Division. Certain sales characteristics of the individual states are interesting: in Florida business is good the year around; Maryland is the Twin Shingle sales territory; West Virginia is the Paroid territory, and North Carolina the state where the Division has the greatest sales and the largest number of dealers. The salesmen in the South work under the disadvantage of long distances to travel and unfavorable freight rates; on the other hand, the building season is longer than it is in the North and therefore business is less seasonal than with the Northern Divisions.

Everyone connected with the sales management of Bird & Son, inc., has been particularly gratified with the cooperation and enthusiasm of the Southern dealers. Because of mutual good-will and confidence, the sale of Bird's Neponset products in the South has more than kept pace with the great industrial and commercial development of that Southern section so favored by nature and appreciated by man. The Southern dealer and business man in general are advancing with such great strides that it behooves the Northerner to increase his pace lest he be found in the rear rather than the forefront of progress.

BIRD NEPONSET PRODUCTS



Aeroplane View of Jno. H. Geis & Co., Baltimore, Md., Showing Plants Yards and Wharfs

DELAWARE, MARYLAND AND DISTRICT OF COLUMBIA

Delaware, Maryland and the District of Columbia comprise one sales territory and it is taken care of by J. H. Van Hoy, whose headquarters are in Silver Springs, Maryland.

The firm of Jno. H. Geis & Co. of Baltimore is one of the most important dealers in this territory and well it may be, as you will observe by looking at the illustration of its plant. Note the splendid layout on the waterfront with the railway running right into its yard in the suburbs of a great and thriving city. This plant is laid out with a view to the expeditious handling of stocks and for general efficiency in serving its trade. Forty cars can be unloaded at one time on its 1800 feet of sidings.

The large building seen in the foreground is the office and main warehouse, measuring 195 by 100 feet. It contains display rooms and storage space for millwork, finish, wood, shingles, paint, roofing and hardware. Then comes another large warehouse used for storing cement, lime, plaster, brick, etc. At the right of the last named building is seen the firm's new woodworking plant, 64 by 100 feet, two stories high, built of brick, stone and steel.

This firm believes in advertising, backed up by quality, materials and service. The publication of a house journal is part of its progressive publicity.

Maryland Lime & Cement Co. of Baltimore is, no doubt, one of the oldest firms with which we do business, in fact, when you mention the name of Charles Classen, who is President of the concern, every architect and builder in Baltimore immediately thinks of Neponset Black. Mr. Henry Classen and Mr. Scott Hunter at present have active charge of the business as Mr. Classen, Sr., spends considerable time at his large farm north of Baltimore.

In Hagerstown we are proud to be represented by the Hagerstown Lumber Company, one of the most up-to-date and modernly equipped yards in Maryland. Mr. Aldine Lakin is President and what he lacks in years he most certainly makes up in aggressiveness. Although the concern is only five years old, they are the leaders in their line and their name stands for SERVICE in that city.

At Cavetown we have the George M. Bushey & Sons Company and while they are not located in a large town, the volume of business is considerable and is showing a nice increase each year. They applied a great many squares of our Built-Up Roof during the past year through an arrangement with a local roofer. Mr. F. E. Bushey is President and the business is showing a nice increase under his management.

The consuming public of Cumberland looks to the CESSNA LUMBER CO. for their Bird's Roofs and they have not been disappointed as this concern carries the most complete stock of roof materials in Cumberland. Their volume is increasing each year and they have been very successful in marketing Art-Craft. Mr. Francis Glick is President of this growing concern.

We number the OAKLAND HARDWARE & FURNITURE CO. of Oakland as one of our oldest dealers. They are firm believers in Paroid and their sales on this material are steadily increasing. Mr. C. H. McIntire is President of this growing concern and he is assisted by two of his sons, Mr. Roland and Paul McIntire.

At Lanoconing and Luke we have MARSHALL BROTHERS amd WM. T. SIGLER CO., respectively, and they cooperate splendidly. They are both live wires and can sell you a house complete in the minutest detail ready to move into. They give service.

GEORGE N. BOWEN of Hyattsville has been one of our most consistent Twin Shingle dealers in this section. His success is reflected in the fine new buildings and yard.

JOHN S. WILSON CO. of Catonsville is now in the second generation of handling Bird's products and they have won a distinction of handling "quality" articles all along the line. They have made wonderful progress selling Paroid and Twin Shingles.

E. A. TALBOTT of Ellicott City and J. H. TOOMEY & SON of Elkridge, Md., came with us about the same time a great many years ago and both concerns are considered the best dealers in their respective cities.

C. H. HAYMAN & SONS at Princess Anne still stick to "Good old Paroid" and Mr. Hayman says, "The best is none too good" for his customers.

A Road Side Sign Near New Castle, Del.

In and near Wilmington, Delaware, we have connections with LINDLEY C. KENT CO., Wilmington, J. T. & L. E. ELIASON, INC., Newcastle, Delaware and E. J. HOLLINGSWORTH CO. of Newport and Marshallton, Delaware. These are all great believers in the Twin Shingle and are showing a nice increase each year.

J. T. & L. E. ELIASON, INC., of Newcastle, Delaware, know the value of consistent advertising. The illustration shows one of their sign boards, which are placed on important streets leading to their place of business.

BARBER & ROSS have represented us in Washington for a great many years and make a specialty of Neponset Black and Twin Shingles. Mr. J. H. Johnson, Jr., is Vice-President and is in active charge of the Roofing Department with Mr. Ben Grinder as his assistant. They are leaders in their line in Washington.

WEST VIRGINIA—For many years after the settlement of the eastern part of Virginia the western section was entirely unknown. John Lederer, a German surgeon in the employ of Governor Berkeley, was probably the first white man to explore the region, in 1669.

With its vast deposits of coal, its abundance of petroleum and natural gas, its extensive timber areas, and its excellent water power facilities, the state is well adapted for manufacturing purposes. Railroads tap all the mining and lumbering sections and serve the manufacturing districts.

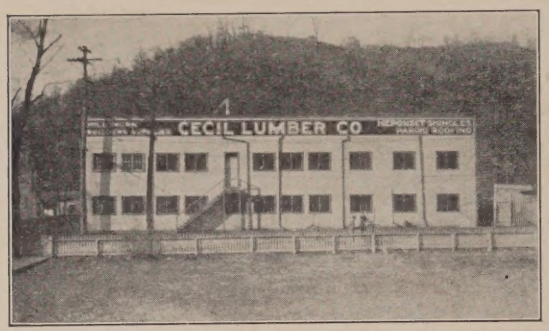
West Virginia has a great manufacturing future because of its great coal areas, its great potential waterpower, good climate and adequate transportation facilities.

Mr. Waddell, who has charge of the sales in West Virginia, sells under just about the same conditions as do our salesmen in Pennsylvania. Both states have many coal mines and coal mines use Paroid Roofing, which is famous for its ability to stand up under the most trying conditions.

THE LOGAN HDWE. & SUPPLY CO. is one of the most thriving enterprises in the state. It was established in 1905 and has consistently sold BIRD'S Roofing since. Mr. Clarence McD. England is President. The firm does a large business in the coal fields. In July of 1924, it established a branch warehouse in Huntington, W. Va., under the name of the WEST VIRGINIA KENTUCKY HDWE. CO., with Mr. Clyde Beckner as Manager. Mr. England is also President of this concern. It handles BIRD'S products exclusively.

THE HOPE LUMBER CO. of Weston, W. Va., have always made a speciality of the sale of NEPONSET Wall Board and their continued success is proof of what can be done with this board in the hands of an energetic dealer.

At Fairmont, W. Va., THE FAIRMONT SUPPLY



Home of Cecil Lumber Co., Logan, West Virginia

COMPANY and the CONSOLIDATION COAL COMPANY have been large buyers of our roll roofing, the former for resale and the CONSOLIDATION COAL COMPANY for use on their own buildings.

THE NETTLETON Co. of Covington, Va., was established 15 years ago. They began selling BIRD'S Roofing in 1922 and have this year bought 5 cars of our products.

These people make a speciality of Art-Craft and an increasing number of roofs of this product in and around Covington speak for its popularity.

Some of the first Paroid Roofing sold was used in Covington, Va. We have just received the following letter from the Covington Machine Company, Inc.,—

> "In 1906 we purchased through WADDELL & BRATTON, Covington, Virginia, one hundred squares of your "Paroid" roofing, which was used to cover a saw-tooth type roof on a new addition to our plant, part of which is shown on the enclosed photograph.
>
> "We thought you would be interested in knowing that this roofing is, apparently, in first-class condition after practically nineteen years of use on this type of roof and needs only a coat of roofing paint to make it as good as new."

Elm Grove, W. Va., is a suburb of Wheeling, and the CECIL LBR. Co. of Elm Grove does most of its business there. Mr. M. M. Cecil is President and Manager. It has been selling BIRD'S Roofing for the past 15 years.

THE YELLOW PINE LBR. Co. of Charleston, W. Va., was organized in 1903 and is one of the largest lumber yards in West Virginia. It has always handled BIRD'S Roofing and has always enjoyed a good volume of business.

THE CAROLINA LUMBER Co. of Huntington, W. Va., was established in 1905 and has been selling BIRD'S Roofing exclusively since 1920. Mr. Thompson is Manager of this steadily increasing business.

THE BLUEFIELD HDWE. Co. of Bluefield, W. Va., is our largest dealer in the South in Paroid Roofing. Mr. E. A. Leonard is President of the Company which sells quantities of Paroid in the famous Pocohontas Coal Fields of West Virginia.

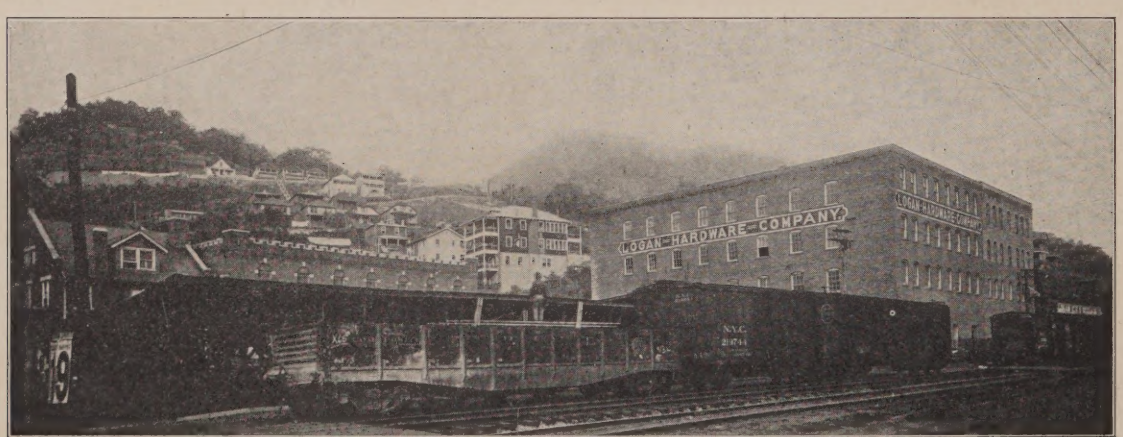
At Hinton, W. Va., the HINTON BUILDERS' SUPPLY Co., with Mr. Hamilton as Manager, has been established less than two years, but during 1924 sold several carloads of our products. This year they will more than double their last year's purchases.

The list of our principal distributors in West Virginia is impressive. The names of many businesses are widely known on account of their size.

Here are a few more W. Va. dealers who are buying our products in mixed carload quantities:
Meadow River Feed & Hdw. Co., Rupert, W. Va.
R. A. Fudge, Montgomery, W. Va.
The Hope Lbr. Co., Weston W. Va.
The Meadow River Lbr. Co., Rainelle, W. Va.
The Rodgers Construction Co., Mt. Hope, W. Va.

West Virginia dealers and roofers like the Paroid Built-Up Roof as evidenced by the fact that the Bluefield Hdw. Co. and the Yellow Pine Lbr. Co. recently specified the Paroid Built-Up Roof for their own buildings. The Bluefield Hdw. job took approximately 200 squares

Charlestown in Jefferson County is covered by Mr. J. H. Van Hoy. The Whitmore Lbr. Co., Inc. have recently taken on our line. We expect to be well represented in Jefferson County from now on.



Logan Hardware Company, Logan, West Virginia

VIRGINIA—Virginia, the Old Dominion State and the Mother of States, has been the pivot upon which have swung many of the most momentous events in American history. The first permanent English settlement in America was made by colonists who established themselves at Jamestown in 1607 The Revolution was brought to a successful conclusion by the surrender of Cornwallis at Yorktown. Near Richmond, Lee bowed before the greater armies of Grant and thus ended the Civil War.

The sons of Virginia have been among the principal figures in the life of the nation. Washington, Jefferson, Lee and Woodrow Wilson were but a few of a long line of Virginians who have enriched the heritage of our country with great deeds, noble ideals and brilliant attainments.

Today Virginia is responding to the urge of modern progress. Norfolk and Hampton Roads provide harbor facilities for shipping commerce that astonishes by its rapid growth. Diversified farming and fruit growing are becoming significant factors in the agricultural development of the state. An enlightened program of modern road-building not only is contributing to the state's agricultural progress, it is disclosing as never before, to Americans in general, the great beauty and charm of the Blue Ridge Mountains, the Shenandoah Valley and the Alleghanies. Virginia is particularly rich in historical associations, in an atmosphere of romance and in surpassing natural beauty.

The sales in Virginia are taken care of by Mr. C. T. Blair. Norfolk, Va. is the headquarters of A. D. Kilham, who has active charge of the entire Southern Division.

C. A. Nash & Son, Inc., Norfolk, Va. This firm is one of the most progressive firms associated with Bird & Son in the sale of asphalt shingles.

They have always believed in the Twin Shingle, have spent a great deal of money advertising it and believe that there is no room in their establishment to stock any other kind of an asphalt shingle. It is a privilege to write about the progress and enterprise of such a firm.

C. A. Nash & Son, Inc., was established in 1885 by Colonel C. A. Nash. The company has divided its business into three departments, namely: roofing and paint department, sash, door and blind department and a builders' hardware department. A manager is in charge of each department and is responsible for its purchases and sales.

BIRD'S NEPONSET Twin and American Twin Shingles have been handled exclusively by this company. In fact, only one carload of a competitive brand has ever been purchased by C. A. Nash & Son, Inc., since it has been in business. In spite of the fact that last year's building operations decreased, this company sold more BIRD'S Shingles than in any previous year in its history.

The firm maintains four stores, a wholesale warehouse and keeps a number of travelling salesmen on the road.

The President, Mr. W. Herbert Nash, is ably assisted in the purchase and promotion of roofings by Mr. A. S. Gardner and Mr. Charles Lassiter.

Wm. S. Bryan is another progressive dealer established at Staunton, a town which is located in the Valley of Virginia—a valley noted for its scenic beauty and its wonderful fertility of soil. It is flanked by the famous Blue Ridge Mountains and is only equalled in interest by New Market with its endless caverns and Luray where are the Luray caves.

The Virginia Hdwe. & Mfg. Co., Inc., is located at Danville. It has been a dealer in our roofing products for a great many years and is particularly proud of the number of Paroid Roofs put on over 20 years ago, which are still giving good service.

Danville is the great central tobacco market for Virginia.

Among those dealers in Virginia who have handled our products for 10 years or more are—

H. E. Grasty & Bro.	Orange Va.
John C. Willis & Son	Fredericksburg, Va.
Yowell & Co.	Culpeper, Va.
Garland Hanes	Tappahannock, Va.
Coates Bros.	Machodoc, Va.

Here are more of Mr. Blair's carload dealers:

J. F. Rodman & Son	Winchester, Va.
D. P. Wood & Co.	Warrenton, Va.
Victoria Hdw. & Furn. Co.	Victoria, Va.
Cooper Riddick Co., Inc.	Suffolk, Va.
W. T. Freeman Co.	Stony Creek, Va.
Angle Hdw. Co.	Rocky Mount, Va.
Thomas Hdw. Co.	Lawrenceville, Va.
Murphy & Ames, Inc.	E. Falls Church, Va.
W. B. English Lbr. Co.	Alta Vista, Va.

Headquarters of Wm. S. Bryan Staunton W. Va.

NORTH CAROLINA—North Carolina, named in honor of Charles I, and popularly called the Old North State or the Tar Heel State, can be considered to date from the granting of the first charter, given to Sir Walter Raleigh in 1584. The vicissitudes of the first colonists afford great interest to any reader of history.

North Carolina has already "arrived" as a manufacturing state. The "Manufacturers Record" says—

"Today North Carolina holds the proud distinction of having a wider diversity of manufacture than any other state in the Union. It pays more revenue to the Government than 44 out of the 48 states. Its 6000 factories turn out products each year worth $1,000,000,000. It ranks ahead of all textile manufacturing states, save Massachusetts, and stands next to Michigan in furniture, while leading the world in its output of mica, towels, tobacco products, denims, damask and many other things."

A. H. Brooker is our salesman in North Carolina and until recently also in South Carolina. Mr. Brooker still has Spartanburg, S. C., because here is located a branch of the Citizens Lumber Co. with headquarters in North Carolina.

The Citizens Lumber Co. handle our products at Biltmore, Charlotte and Fayetteville, N. C. The Biltmore yard is the chief office and since 1916 this company with its various branches may be regarded as one of our largest buyers.

Mr. Walter P. Taylor is President, Mr. H. M. Heywood is Purchasing Agent, Mr. Roy Davenport is Manager of the Spartanburg yard, Mr. G. Cooper is Manager of the Charlotte yard and Mr. Jordan is Manager of the Biltmore yard.

At Henderson, N. C., we are well represented by the Rigby Morrow Co., Foster Bennett, President and Manager. The Rigby Morrow Co. sell a goodly number of cars per year, who advertise with us on the 50–50 basis and who are the possessors of a splendid business.

The Crescent Lumber Co. of High Point, N. C., W. H. and A. L. Gibson owners and managers. The Crescent Lumber Co. believe in advertising by signs approaching their yards. Here is the way they advertise our products. (See page 7.)

They also advertise on a 50–50 basis with the newspaper and by means of our motion picture film. They do not believe in hiding their light under a bushel.

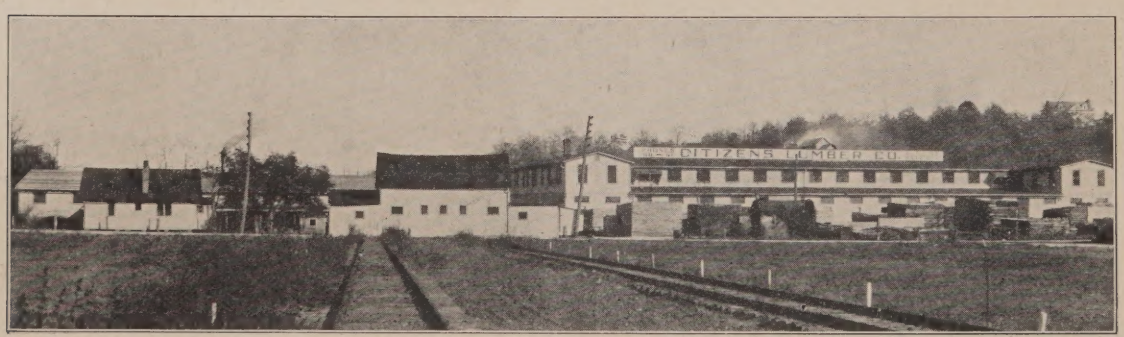
The W. E. Merritt Co. of Mt. Airy, N. C., was organized 30 years ago by Mr. Merritt, who is still the President. They have sold our Paroid Roofing for more than 15 years and for the last 8 years they have been selling our complete line. W. E. Merritt Co. are not only dealers but are also one of the largest furniture manufacturers in this portion of North Carolina.

In Statesville, N. C., Lazenby–Montgomery Hardware Co., Mr. L. K. Lazenby, Manager, took on our line nearly 10 years ago. This company is also a full line dealer, that is, not limiting their purchases to one particular product, but going right down through the whole list of BIRD'S Roofings, Wall Board and Building Papers.

At Winston-Salem, N. C. we are represented by Orinoco Supply Company, Mr. E. T. Mickey, Manager. The Orinoco Supply Co. are one of the largest dealers in North Carolina, carry our full line and say that they will sell more in 1925 than ever before.

Massey Bros. of Zebulon, N. C., Mr. G. C. Massey, Manager, began buying in less than carload lots, but now buy the full line and have built up a fine business in our products, which is measured by the carloads.

At Greensboro, N. C., Oettinger Lumber Co., E. M. and J. R. Oettinger, owners. E. M. Oettinger is an enthusiastic Twin Shingle promoter. Here is a lumber company that is alive, yes, very



Citizens Lumber Company Yard and Plant at Biltmore, N. C.
This Company also has Branches at Fayetteville and Charlotte, N. C.

A Building of the Oettinger Lumber Co., Greensboro, N. C.
This company knows the value of advertising. Note the clever building design on the side of warehouse.

much alive. They not only sell hard but they advertise hard. They advertise in the newspaper, by circularization and distribute more than a carload a month of our roofing products.

They do not stop with our medium priced products. Just recently they sold a carload of our Super Twin Shingles to the A. K. Moore Realty Co.

C. D. Ray & Son of Oxford, N. C., Mr. Marsh Ray, Manager. Like most North Carolina dealers this firm does not believe in buying one roofing from one manufacturer and another roofing from another manufacturer. They see the advantage of sticking to one line and building up a really profitable business. This firm began buying from us in less than carload lots about 15 years ago, but now they are buying in full carload lots and many of them per year.

E. D. Woody of Durham, N. C. is an expert in the application of Art-Craft Roofing over old wooden shingles. He buys in carload lots and has made such a success in Durham that he expects to open an application agency soon in the city of Raleigh.

The Asheboro Wheelbarrow Co. of Asheboro, N. C., Mr. E. L. Moffitt, Manager. A few years ago Mr. Moffitt wanted to cover his own buildings with a good roofing. Being his own buildings, he wanted the best roofing he could buy for the money, therefore, he bought Paroid. This was his first purchase, but knowing that our other high grade roofings have the same qualities as Paroid, and getting such excellent results from Paroid, he subsequently put in a full carload of our mixed roofings and in 1924 did an enviable business. Mr. Moffitt has pushed along the sales by 50–50 advertising in newspapers.

Mr. McNeer, Manager of Elkin Hardware Co., Elkin, N. C., says that he is going to increase his sales of our roofing by 25% over last year's sales. He will do it because he energetically advertises and sells. This firm sees the advantage of picking out one good line of roofings, sticking to that line and pushing it for all it is worth.

In Roxboro, N. C., Watkins & Bullock has been successfully handling our line of roofings since 1919 and are going right ahead building up their sales and guaranteeing that they will sell far more in 1925 than they did in 1924, which was a very successful year.

D. V. Dixon & Son of Kinston, N. C., Mr. Wm. Dixon, Manager, like so many other dealers started their purchases from us by buying Paroid but now buy the full line. Mr. Dixon believes that his 50–50 advertising has greatly helped his personal sales efforts.

The A. T. Griffin Mfg. Co. of Goldsboro, N. C. has pushed our products in carload lots for the last six years and has just covered its warehouse with one of our Paroid Built-Up Roofs. Mr. Griffin operates one of the largest sash, door and mill work plants in the South.

How the Crescent Lumber Co., of High Point, N. C.
Advertises Bird s Roofs

SOUTH CAROLINA—The Carolina colony was divided into North and South Carolina in 1710. The first Royal Governor, Sir Francis Nicholson, arrived in 1721 and in 1729 the Crown purchased the proprietary rights.

It is estimated that the wood-working industries of South Carolina consume about 500,000 feet board measure annually. The state has long been one of the chief sources of turpentine and resin and is one of the leading states in the distillation of soft wood.

The Savannah River, navigable for 202 miles and connecting Savannah with Augusta, Ga., is the most important inland waterway. Considerable sums of money have been spent for the general improvement of navigation.

South Carolina is popularly called the "Palmetto State."

Mr. S. W. Rouquie, formerly with Mr. Brooker, now has charge of South Carolina as his own sales territory along with Georgia, and all signs point to Mr. Rouquie building up a most successful sales territory.

When Mr. Rouquie went into South Carolina he found some good boosters for BIRD'S Roofs. They started him right.

There is the PALMETTO LUMBER Co. of Columbia, S. C., owned by Mr. Smith, who has handled our roofing line exlcusively since 1916.

THE ROCK HILL SUPPLY Co. of Rock Hill, S. C., in charge of Mr. Flowers has enthusiastically sold BIRD'S Roofs for a great many years.

Then there is the CITIZENS LUMBER Co. at Spartanburg, a branch yard of CITIZENS LUMBER Co. in North Carolina. Mr. Roy Davenport is Manager and he has exclusively sold our line since the branch was opened in 1917.

A. L. CALHOUN of Clio, S. C. has recently taken on our line. They expect to sell several carloads in 1925.

BROOKLAND HARDWARE Co., New Brookland, S. C., associated with the HENDRIX HARDWARE Co. of Columbia, started buying from us early in 1924 and purchased several carloads during the year. They will probably show a good increase in sales this year.

THE CITIZENS LUMBER Co of Greenville, S. C., formerly associated with the CITIZENS LUMBER Co. of Biltmore, N. C., is now a separate organization. This yard has sold our products for a good many years and expects to continue with our line and look for greatly increased sales this year.

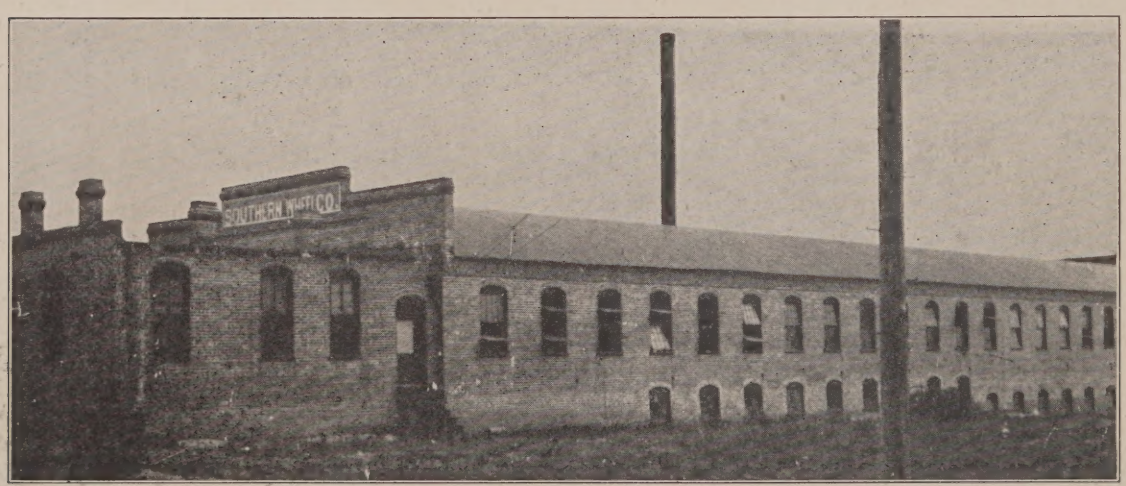
Another dealer handling our products in mixed carload quantities is the GUESS HARDWARE Co. of St. Mathews, S. C. Mr. Guess, the buyer, is enthusiastic about our Four-In-One Shingles and Designed Roofing. Mr. Guess expects a big Designed Roofing business this year.

BOOTH & MCLEOD, INC., Sumter, S. C. Dr. Booth is the manager. BOOTH & MCLEOD, INC. are enthusiastic believers in our Twin Shingles and naturally are most successful in their sale.

ENTERPRISE LUMBER Co., Hartsville, S. C. Mr. Hopkins is the manager and has sold BIRD'S Roofs exclusively for more than 10 years.

The Aragon Cotton Mills located at Rock Hill, South Carolina are great believers in our products. They have used our roofings and shingles on their mill buildings and cottages for a great many years and recently showed their confidence in our roofings by placing with us some good sized orders for Individual Shingles.

This company owns about eighty five houses occupied by their employees. All these houses are covered with Bird's Roofing or Shingles.



The Gorman Wheel Co., Oxford, N. C.
Here is a Round Roof Covered with Paroid Eighteen Years Ago and still in Good Condition

GEORGIA—Georgia was named in honor of George II of England. It was originally part of the vast domain of the Cherokee and Creek Indians. De Soto, in 1540, penetrated its interior, and Ribault, in 1562, visited its coast.

Georgia was finally ceded by the charter of 1732 to a body of trustees organized for the purpose of "establishing the Colony of Georgia in America."

Although an agricultural rather than a manufacturing state, Georgia is fast becoming one of the most progressive industrial states of the South, which fact is in part due to its superior transportation and also to such important ports as Savannah and Brunswick.

Many new dealers have come with us since Mr. Rouquie has been handling the State of Georgia. Among these are the following, who purchase in carload quantities: R. L. Moss Mfg. Co., Athens; J. D. Newbanks, Atlanta; Smith Lumber Co., Cartersville; Wilde Hardware Co., Columbus; Cordele Sash, Door & Lumber Co., Cordele; T. C. Burke, Inc., Macon; J. A. Tison's Sons, Savannah, and Durden & Carswell, Waynesboro.

The Youngblood Roofing & Mantel Co. of Augusta have distributed BIRD'S products for many years. Their 1924 sales showed a splendid increase and they are enthusiastic about prospects for 1925.

One of our oldest Georgia dealers is J. M. Alexander & Co. of Atlanta. Their speciality is NEPONSET Wall Board. They have sold this board in large quantities in spite of all kinds of competition.

The Golden Hardware Co., Tifton, Ga; Pruitt-Barrett Hardware Co., Gainesville; Griffin Cantrell Hardware Co., Rome, Ga.; Hall Hardware Co., Moultrie, are some other dealers who have sold the NEPONSET line in mixed carloads for many years.

Mobley Brothers, Waynesboro, Georgia, have had Paroid Roofing on one building more than twenty years. They bought some of the first Paroid Roofing made and it is still giving satisfaction. The Paroid was on ten or twelve years before it was even painted.

FLORIDA—Florida owes its name to the fact that it was discovered on Easter Sunday, Pascua Florida, or lower Easter, as the Spanish call it, 1513. Ponce de Leon, the discovered of Florida, landed near the site of the present St. Augustine in search of the Fountain of Perpetual Youth.

Florida remained Spanish property until 1821, when it passed into the hands of the United States, becoming a territory.

It is not a manufacturing state, but its industrial activities have developed greatly in recent years. All four of its principle cities, Jacksonville, Key West, Pensacola and Tampa, are ports of consequence and have now extensive docking facilities. The winter beach resorts of Florida have made the state world-famous.

Mr. L. P. Chittenden who has been our salesman for Florida for a number of years formerly handled Georgia also, but the sales development in Florida demanded all his time. His home is in Sanford, Fla. and he is constantly working with his dealers all over the State.

St. Petersburg is one of the greatest centers of activity. The McCormick Hannah Lumber Co. is associated with us in the sale of our products. Mr. C. F. Goodman, President of the Company, was formerly connected with the East Coast Lumber & Supply Company, old dealers with Bird & Son. McCormick Hannah Lumber Co. have not been established so long in St. Petersburg, but hold an enviable position in the business of the city.

Associated with Mr. Goodman of the McCormick Hannah Lumber Co. is Mr. Barrs, who was formerly engaged in the retail lumber business in Omaha and Denver.

When the icicles are hanging to the windows of our homes and the snow is falling, we read in the Northern newspapers of Lakeland where the days are sunny and everyone is out-of-doors.

Residence of J. H. Lane, Ft. Pierce, Florida
Roofed with Neponset Twins

East Coast Lumber and Supply Co., Fort Pierce, Florida

The Garland Lumber Co. look out for our interests in that town and have proved that they are for BIRD'S Roofs. Mr. E. O. Garland and Mr. Paul O'Donnell are the active members of the firm. Mr. Garland has frequently said that the thing which attracted them to Bird & Son was Bird's policy of always standing behind every product.

Orlando. Here we are represented by the Bumby Hardware Company, who handle a chain of big establishments—two in Orlando, one in Winter Park and one in Winter Garden. This business is owned and operated by six brothers, who have been in business in Orlando for a great many years and for nearly 25 years have handled some of BIRD'S Products.

Pensacola, Fla. The Lewis Bear Company operate, in connection with their general supply business, a large business in building materials. For years they have carried our line and their salesmen sell over a wide area. The Lewis Bear Company are Art-Craft boosters and some of the Art-Craft roofs, the sale of which they are responsible for, are the best-looking in the Southern Division. The Lewis Bear Company know what competition means. The freight rate from New Orleans is very low, yet, in face of this competition, Lewis Bear knows how to sell our products and make a success.

Daytona, Fla. We have all read about Daytona Beach, one of the most wonderful beaches in the world.

The Malby Conrad Lumber Company represent us in Daytona and since 1900 their roofing has been BIRD'S Roofing. In the last five years they have multiplied their purchases from us by five. This gives one some idea of the rapid growth of Daytona and of the "hold" that the Malby Conrad Lumber Company has on the business.

Mr. R. J. Malby is President of this concern. Mr. Fred Stones is Secretary and Treasurer and also buyer. Mr. Stones says that as long as we give him the service and quality that he is now getting, and we always will, we shall have his business.

Miami. Need we say anything about Miami? It is summer in Miami when it is the dead of winter up here. It is the farthest Southern point in Florida where we sell our roofings.

J. A. McDonald & Co. are one of the oldest retail lumber yards in Miami. It was originally founded by Mr. J. A. McDonald, who built all the large East Coast hotels for the Flagler system.

Mr. Guy Stoms about eight years ago purchased a controlling interest in this concern and since then has been its active head. Mr. Joseph Reilley is associated with Mr. Stoms. The business is a big one; it occupies a whole block. It is one of the largest yards in the entire state.

As though it were not enough to be one of the largest yards in the entire state, they purchased about three years ago the Magic City Lumber Company at Buena Vista and now operate this yard also. For over 20 years they have handled Bird & Son's entire line.

The Roofing Department is in the direct charge of Mr. B. F. Remington and during the past year they used over 25 carloads of our materials. This year they will use more.

Fort Pierce. When we think of Fort Pierce we always think of the East Coast Lumber & Supply Co. We think of the East Coast Lumber Company before we think of Fort Pierce.

This business was first started by Mr. G. F. Paddison at Eau Gallie in 1895. In 1902 it was incorporated with yards at Titusville, Eau Gallie, Fort Pierce and West Palm Beach and now they own additional yards in Cocoa, Melbourne, Stuart and Okeechobee with a mill work plant

at Fort Pierce and one at West Palm Beach.

The officers of the company are Mr. E. R. Conrad, President; R. P. Paddison, Vice-President; W. P. McCormic, Secretary and Assistant General Manager; W. E. Tylander, Treasurer and General Manager.

Mr. Tylander is the only surviving member of the original company, while Mr. W. P. McCormic has been associated with the company for over 15 years.

Sales for 1924 have increased 70 times over the sales of our products for the first year. For a great many years they have handled our line exclusively in all yards.

DADE LUMBER CO., West Palm Beach, Fla. This yard is one of the EAST COAST LUMBER & SUPPLY COMPANY'S yards, but it is operated independently under the direct management of Mr. R. P. Paddison.

It was established in 1911 and has had a wonderful growth. In 1924 they purchased over 20 cars of our materials and in 1925 their purchases will be still greater.

NOTES—SOUTHERN DIVISION

In 1924 the Southern Division showed an excellent percentage of increase and this year every salesman says that the record will be better.

Early in January a group Meet-Up of the sales force was held in Washington—a Meet-Up notable for the amount of detail gone through and territorial plans made for 1925.

L. L. Thompson, Assistant Sales Manager, has been with us longer than anybody else on our sales force, with the exception of Mr. George Towle in the Eastern Division. Mr. Thompson is in Washington on government business and on special work in connection with certain other departments of Bird & Son.

A. D. Kilham, Southern Manager, has active charge of the Southern Division. His home is in Norfolk but his office is in the territory that he happens to be working. He is "on the go" most of the time and is doing his level best to make a bigger percentage of increase than last year.

S. W. Rouquie is the latest addition to our sales force. His preparatory training was with Mr. Brooker in North Carolina.

L. P. Chittenden is working hard at Spanish. One of these days he expects to annex Cuba, as a sales territory, to Florida. Mr. Chittenden now has the record of sales on Plastic Cement and BIRD'S Roof Coating and looks forward to a big 1925 for Florida.

Mr. Chittenden has just moved into a nice new home, which he has built in Sanford. Needless to say, it is covered with BIRD'S Shingles.

C. T. Blair says that he is going to sell Wall Board in every mixed carload order that he gets this year. You have established a real goal, Blair, and we have a feeling that you will reach it.

W. E. Waddell beats everybody in the Southern Division in the sale of Paroid Roofing, but 1925 will see him accomplish something more. He says that he is going to show the biggest percentage of increase of anyone in the sale of our shingles. We are not certain that this remark included a challenge to all the salesmen in the Eastern Division, as well as in the Southern Division, but we hope it did.

Mr. J. H. Van Hoy believes in having two strings to his bow. After he has made a complete success in the sale of roofings in his territory, if he keeps on, he will have a ranch on which every kind of fowl or animal, to which there is a market value and a profit attached, will be raised. He has a pretty good start now and supplies daily one of the biggest markets in Washington with squabs and poultry.

Mr. A. H. Brooker has been looking for poor business for a long time so that he can take a month's vacation and do some bird shooting, but the trouble is that poor business in Brooker's territory doesn't happen, so Brooker never gets a chance to go hunting. By the time North Carolina finishes its manufacturing development there won't be any country, Brooker, large enough to shoot a gun without hitting a factory.

Here is a list of some big jobs sold during the past few months in the Southern Division.

School Building, Fredericksburg, Va.—Sold through our dealer, John C. Willis & Son, 98 squares of American Twin Green.

University of Georgia, Athens, Ga.—Sold through R. L. Moss Mfg. Company, 280 squares NEPONSET Twin Shingles Black, 50 rolls NEPONSET Black Building Paper.

The Atlantic Ice & Coal Corp., Atlanta, Ga., Ice Plant for Peach Refrigeration, Fort Valley, Ga.—720 rolls, carload of NEPONSET Black Building Paper.

BUILT-UP ROOF JOBS

Washington School, Hagerstown, Md.—90 squares Standard Built-up Roof.

Winter St. School, Hagerstown, Md.—125 squares Standard Built-up Roof.

High School, Williamsport, Md.—90 squares Standard Built-up Roof.

Fairmont Mine & Machinery Co., Fairmont, W. Va.—218 squares Built-up Roof.

Bluefield Hardware Co., Bluefield, West Virginia.—Warehouse 200 squares extra heavy Built-up Roof,

Berry O'Kelly, Garage, Method, N. C.—124 squares Built-up Roof.

Marlin-Sewell Hotel, Marlinton, W. Va.—80 squares Built-up Roof.

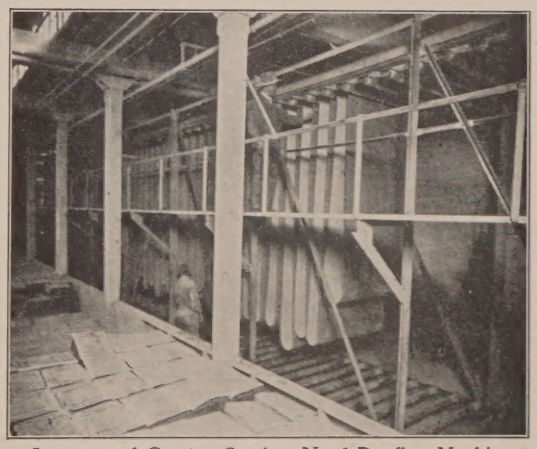
A little girl was trying to piece together things in this big world. "If I grow up," she questioned her mother, "will I have a husband like Father?"

"Yes, dear," her mother replied, "unless you do not marry."

"And if I do not marry will I be an old maid like Cousin Sophia?"

"Yes, dear," answered her mother.

The little girl pondered for a minute, rubbing her forehead and then slowly said, "Well, I am in a fix."



Looper and Coating Section, No. 1 Roofing Machine

The Avenue of Royal Palms, Miami, Florida

Courtesy of Miami Chamber of Commerce

The NEPONSET REVIEW

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The *Neponset Review* will gladly publish communications, suggestions, photographs, or articles of interest to its readers.

Address all correspondence to the Editor, *Neponset Review*, East Walpole, Mass.

Time, tide and opportunity wait for no man. 1925 will produce a rich harvest for the go-getters.

George S. Baker.

SOUTHERN NUMBER

THE Review is one of the means of keeping fellow workers and customers posted regarding our Institution and its progress.

From time to time a special issue is made up, which we hope will be of interest to our dealers everywhere.

This particular issue is devoted to the Southern Roofing Sales Division, but goes to all Roofing dealers from Maine to Florida.

The foundation upon which is built the successful marketing of BIRD'S Roofing and building products is the principle that these products shall be distributed through legitimate dealer channels.

As our building products include a complete line of asphalt shingles, roll roofings, wall board, Roof Coatings and Cements, the requirements are completely met by the building supply dealer whose business may comprise the selling of lumber and all building supplies.

The invaluable asset of the Roofing Division of Bird & Son, inc. is the good will of its thousands of dealers all over this country. This good will has been earned through many, many years of merchandising through dealer channels. It is a matter of pride that dealers who were selling our materials, 10, 15, 20 and 25 years ago are still dealing with us and that their business has grown as rapidly as ours. The success of BIRD'S Roofs depends upon successful dealers.

LIBRARY

The greater our general knowledge, the better equipped we are to pursue our special calling. We can learn to use the minds of those wiser than ourselves. Dr. Johnson's saying, "Knowledge is of two kinds—We know a subject ourselves or we know where we can find information upon it," will suggest to some of us that we are not using our libraries and opportunities offered by our night schools and extension courses as much as we might as a means of improvement and therefore a step towards advancement.

The School of Commerce and Administration of the University of Chicago publishes a list of books for general reading for those who are acquiring a business education. We notice a great many of them are to be found in our library. Among them are:

Slosson—Creature Chemistry.
Day—Industrial Plants.
Gantt—Work, Wages and Profits.
Gilbreth—Motion Study.
Jordan & Harris—Cost Accounting.
Knoeppel—Graphic Production Control.
Parkhurst—Applied Methods of Scientific Management.
Taylor—Shop Management.

Other books on problems of finance, marketing, employment organization and methods can be found on our shelves. The above are but a very few of the helpful business books that we have and which are recommended on their list.

THE STUFF BOX

THE Bird Machine Company of South Walpole, has just issued Number 1 of "The Stuff Box," a little house organ which is to be issued regularly. In the introductory editorial the editors in part say:

"The editorial board of 'The Stuff Box,' composed of men whose life work has been identified with the paper industry, will make it their duty to cover this entire field and present the gleanings with references to original sources in tabloid form, and thus make it easier for the paper maker to keep up with the times, more or less as the 'Literary Digest' helps its readers to keep in touch with current events of the world at large.

A particularly good feature of this number is "Worthwhile Reading in the December Trade Journals," which gives a brief synopsis of all the more important articles printed in the paper trade publications during the month of December. The 'Stuff Box,' if succeeding numbers are as good as the initial one, as they are likely to be, will be gladly received regularly by the readers to whom it is intended to appeal.

"The circulation of 'The Stuff Box' will be limited only by the number of workers and thinkers in the paper industry who wish to become its readers. If you are interested in receiving a copy each month, notify the Bird Machine Company."

Check Yourself

TURNING over the pages of an old notebook the other day, I came across the first entry which I made therein on November 1, 1918, shortly after becoming a member of the Cost Department, in those days located in the mill office. It reads as follows:

"Verify everything. Take no one's figures for granted."

Ruminating upon this memo today, I ask myselt two questions:

One. Why was it written? It does not seem to me that there is any lack of faith in human nature implied here, but rather more an understanding of human nature. To err is human, in writing, in figuring, in work and in business, as well as in hours of ease, else—to quote the old wheeze—"Why put erasers on lead pencils?" Find you a person who never makes mistakes, who admits it or brags about it, and I think you will agree with me that you have discovered a pest who should be chloroformed forthwith, pickled in alcohol, and exhibited in a bottle as a horrible example to young and old.

Two. Is there any truth here? It seems to me obvious that the answer must be in the affirmative. The scientific way of doing things, of reaching conclusions, of getting results, is nothing more or less than reliance upon painstaking, step-by-step, verified methods.

To verify is to be sure-footed, to know where you stand, to make progress, and to get somewhere. The navigator of a ship at sea, no matter what the weather, determines his position by what is called "dead reckoning," but he never misses an opportunity to verify his dead reckoning by sun and stars.

An auditor's job, using the word in its commonly accepted sense, is that of verification. But incidental to any final verification, there must be checks and counter checks for accuracy's sake. The individual mind, no matter how keen it is, is apt to run in a groove. Familiarity with a task, while it gives dexterity and a grasp of the whole matter in hand, tends toward cock-sureness, and this leads ofter and often to carelessness. High tensions folks, who grasp the whole of things and drive toward conclusions, need as an engine does a governor to be checked and controlled by slower and more painstaking minds, while the mentally lazy, who make fool mistakes simply because they can not and will not help it, must be constantly checked and watched and their laxity either changed or the space they occupy vacated for efficiency's sake.

Mistakes? Being human, we all make them. Neither a pig-headed man nor a fool ever learns by those he makes; it is an evidence of mentality to use your own as teachers. It is also the part of wisdom to check and verify everything and everybody.

—H. E. R.

NOTES FROM PLANTS AND OFFICES

PAPER MILLS

East Walpole

On February 6th Carl Schaier completed 35 years continuous service with Bird & Son, inc. Incidentally, Carl came to work on his birthday, so that the occasion had a double significance. He was the recipient of many telegrams congratulating him on his long service.

Most of us look for the warmer weather for auto driving, but the weather apparently does not bother John Curran.

It is rumored that Jim Kivlin is losing his nerve. Jim is noncommittal, but doesn't deny the fact.

Bill Quinn surely keeps in practice on shooting. From the scores published, his eye is still good, providing of course that we get the correct scores.

The new Shartle breaking engine has been completed and is in readiness.

John H. Maguire has a new Buick coach.

Miller Higgins now has one of those rattling good cars. He doesn't need any tires or spark plugs as it rambles right along without either.

Nora George, Marie Larouche, Andrew Williamson and John Sinclair have joined the Finishing Mill forces.

Mr. Montgomery, who has been appointed a member of Committee D–8 of the American Society for Testing Materials, has recently attended two meetings in New York. One of the meetings was on the day before the eclipse. Pretty soft—having business that would take you into the zone of totality on the day of days.

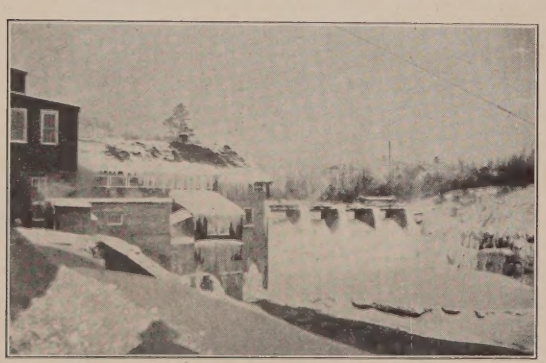
Members of the Mill Office force had orchestra seats for the eclipse. The view was perfect until Jack Countway moved the coal crane in the way at the most important point. It was necessary then to adjourn to the steps of the Machine Shop.

Mr. Wilson and Mr. Cowan were so busy at the Superintendents' Meet-up that they did not get around to shake hands with their friends in the Mill Office until just before they were ready to shake the dust of New England from their feet. It was good to see them again.

Mr. D. H. Ankeny of the B. F. Nelson Manufacturing Company of Minneapolis was a recent visitor at the Main Mill, being especially interested in the Box Division.

Mr. Wyman reports a fine trip to Jamaica, the Canal Zone and South America. We are glad to see him back.

Two representatives of the Hawaiian Pineapple Company—Mr. White, Purchasing Agent at Honolulu, and Mr. Erickson, Purchasing Agent at San Francisco—visited the mill and watched with interest the operation of the machine which makes the kind of paper used for "Pineapple Paper." This is the paper so often seen in pictures of pineapple fields, and which is laid between the rows for two purposes—to keep down the weeds and to retain moisture in the ground.



In contrast with our pictures of the Sunny South here is a picture of our Pont Rouge plant taken by Carl Schaier early in February.

Maintenance

Robert Stewart of Walpole has joined our electrical force.

Jack Dower is now an ardent radio fan.

Harry Anderson was out for a few days recently on account of a bad cold. We missed his smiling face to say the least.

Jack Maitland is back at work again having been out for some time.

Work is progressing on the new steam line which is to run from the Main Mill power plant to the Norwood Plants.

Dave Regan, Sr., has been out on the road installing shoe carton machinery this month.

No. 2 Box Shop has certainly taken on an improved appearance with its new sides of Bird's Lockbutt Asphalt shingles.

We were all extremely sorry to hear of the death of Joe Donovan's mother.

We also sympathize with Louis DesJardins, of EF, whose father died recently.

On the evening of February 5th the men of the Maintenance Department held their annual banquet and theater party. Two of the American Coach Company's Pierce Arrow busses were chartered for the occasion. Supper was served at the United States Hotel. Some very fine vocal solos were rendered by Robert Walker and John Bache. A good time was had by all.

Mr. James C. Hadden and Mrs. Kate E. Collins were married on Saturday, January 31, at 153 Nahatan Street, Norwood, by the Rev. L. G. van Leeuwen. Mr. and Mrs. Hadden spent the first part of February on a trip to New York and Washington.

Box Shops

Miss Helen Johnson, of FX2 Office, has moved to Norwood.

We are glad to report that August Petrova, FXO, who was operated on about two months ago, is slowly recuperating.

Emanuel Johnson, of FXR, is substituting for Fred Plaisted as steward of the Brigade Room.

The whist party of the Bird Girls' Club, held Friday evening, February 20, was largely attended. The club is made up, for the most part, of FXK girls.

Bartley Fitzgerald, who recently underwent an operation for appendicitis, is reported as doing fine. He is expected back to work shortly.

We are glad to welcome the following new comers: Esther Maduskusy, Felix Iarocci, and Annie Davis at FXR, and Henrietta Florest at FXK.

We are all glad to hear that Louis Hertel, FXR, who was recently operated on for appendicitis, is doing nicely.

Phillipsdale

Changes are being made in our rag cutting department which will do away with the sorting room. When this happens all rags will be trucked to the cutting room and will be fed directly to the cutters. This will mean that the beaters will be furnished quicker with a larger production resulting.

A new felt conditioner has been installed on the first press felt of our machine and, so far, is working very satisfactorily. If it continues Norwood will have still more felt to saturate.

Did you notice who had the most accepted suggestions during 1924? It was our own Billy Livingston. Phillipsdale seems to be in the lead in other things besides Safety.

The meetings of the Providence Safety Council came to a close on Wednesday evening, February 18, when the last of a series of ten meetings was held. All meetings were interesting and well attended. On February 25 exercises will be held at which time those who have attended seven or more meetings will receive a certificate of attendance. About two hundred will receive these certificates and eight of these will be from Bird & Son, Phillipsdale.

ROOFING MILLS

Norwood

No. 7 machine is being re-vamped on its drive and it will be quite an improvement when completed.

Certain machine men believe that Mr. Jepson of the electrical department is a very efficient guide in showing strangers through the machine room. They suggest, however, that he keep his hands in his pockets for various reasons.

George Jones, inspector on No. 5 machine, is afflicted with the same malady he had last spring and is talking of buying a "fliver." Anybody wishing to do business along this line, please get in touch with him.

No. 1 roofing machine is now fixed up with the new style winder and a brand new shingle cutter. Watch out now for new records.

Bill Churchill got England the other evening on his radio. The call letters were not very plain but it sounded like WBZ. He has some set—loud speaker and everything. Bill says the name of his loud speaker is "patapplied for" and it works great sometimes. When the roads up to Vinegar Hill get better, we are going up to hear it.

Ray Call and Warren Manson are stepping out in new shiny Fords—gifts of Bill Hall of Walpole.

George Smith recently received a postal mailed in Rockland, Me., from our old friend, Clyde Bassett, who happened to be in that city on business. Clyde will like Rockland.

Anyone finding or hearing of any jokes about Scotchmen, please get in touch with Jeppy right away. He wants to spring them on Bill McLaughlan. He had a good one last week but forgot it before he met Bill.

Morgan's perpetual cold sore, sometimes called fever blister, is attracting a good deal of attention lately. Sometimes it's not in sight but still it's there.

Friday, the 13th, passed without serious accidents. Mike Sheehan hung around the office all day rather than take chances in the kettle house. Mike is superstitious, you know.

Several of our FB employees are evidently taking the advice of the management and are building new homes for themselves. On the list are Konstantin Bartaska, FBM, Adolph Ketty, FBP, Helmer Eklund, FBP, and Pompey Lagerta, FBC.

After Dick Stoddard and his picked team of Bowlers had prepared themselves to fight to the finish, the team they were to meet did not show up. Looks as if the reported strength of Dick's team threw a scare into them.

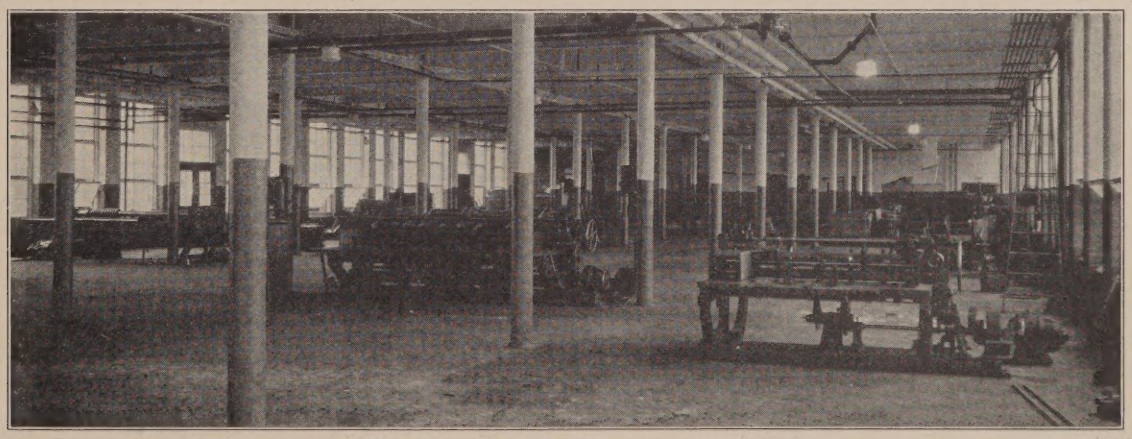
We know gas is high these days, but our superintendent might have saved himself quite a lot of walking if he had had even a little bit in the tank.

On Wednesday, February 18, we had as visitors eighteen young men from the Norfolk Agricultural School. They were shown the different processes of production by George Smith and the superintendent.

Since Harry Dresser has been in charge of FBM several important improvements have been made in the Machine Shop. He is now working on a guard for the Grindstone trough that appears to have considerable merit.

"Neponset Twins"

I have been thinking for a long time that someone should explain to all of the Neponset *Review* readers just what and how and who the "famous all over the world including Vinegar Hill" are. Let me tell you that they are Willie and Freddy. Willie is Bill Churchill's right name. His grandfather's name was William, but Bill's name is Willie. Freddy is not Fred Reed's right name, but we call him Freddy for short. It takes too long to say when in a hurry and we are usually in a hurry. Well, now that you know who the Neponset Twins are I shall attempt to tell you how come. Someone out in Buffalo, or elsewhere, decides he has enough money to build a house, so the first thing he does is to grab the telephone and call up our Sales Office, shout the good news that his house is going to be built of the very best of everything, and that, of course, he wants Bird's Neponset shingles to cover up all the bum work that may be done on the roof boards. Of course, this is good news to our Sales Office, as they are glad tidings spreaders. They grab the telephone and call up George Smith, PBN, and tell him all about it. This gets George all excited so that he runs around for a while before he wakes up to the fact that No. 1 is running our famous (and justly so) Art Craft and there is not a bone in the closet,—I mean there isn't a square of Neponset Twins available, for the demand has been so great that we didn't have any left. Of course, as luck would have it, the trucks for this order are on their way down from the Main Mill and expected at any moment. George is then stunned for a few minutes, but, gathering his wits together, he says that as there are still two minutes to spare perhaps we can do the impossible. (This is where Willie and Freddy come in again.) Word is sent along as to just how things stand and the Neponset Twins grab wrenches,



New Corrugated Case Department. FXG

In the foreground is shown the 72″ Langston slotter, in the center the 120″ slotter, at the extreme left the 120″ Swift slitter and in the rear at right is the new Hooper Press.

hammers, jimmies, etc., and start to operate on the shingle machine. Howard Everett and Doc Watson also get mixed up in the riot and things just hum and boil for a few seconds. Then, lo and behold! a marvelous thing has been done, and, by the time the truck driver has backed up in Dick Stoddard's back yard and put the weight on his horse's head, the Neponset Twins have done their stunts and their namesakes are waiting. Come down sometime and see how it's all done and what it's all about.

Radio Special. Our famous R. R. (this does not mean railroad but Rob Roy) enlisted with the Radio Fans of America and has had installed in his residence a fine radio of the Browning Drake breed, a la Ike Miller. Rob has been burning the midnight oil and recharging his battery to an alarming extent. Rob has been able to get stations all over the country, including WEEI, but he has not yet been able to get any stations in East Walpole or Norwood. Just a word of advice, old top. If you insist upon sitting up all night listening in, either get a pair of ear phones or keep your windows closed, or else you may find your aerial poisoned some morning. Others sleep if you don't.

Chicago

Louie Freeman is anxiously awaiting May 1st when he will migrate to his new home in Beverly Hills. Bill Wilson says the time will come when all the Birds live out there. Bill has not built there yet himself but he has the spot picked out and that's a lot.

"Al" Bohenberger, our Shipping Foreman, has at last stepped off. We wish him lots of luck and happiness in his venture.

We started running both machines on February 16 anticipating the flood or orders which our salesmen assure us are coming.

Herman Kleinow, one of our truck drivers, took the fatal leap recently and is now leading a happy double life. We thought he was immune.

A man shot himself in Chicago the other day. This, of course, was not surprising in itself—in Chicago. It would have been less surprising if he had shot someone else, in which case he probably would not have made the headlines of the papers. But this was an exception. It was found that he was a man with a trade, in fact, a snow shoveller, and there was no work to do in Chicago. Syracuse and Boston papers please copy.

The robins are coming North in such large groups that at times the sky is darkened and we have to use electric lights (or is it Chicago smoke?).

Anyway we did have a real summer day on February 8. The temperature was actually 62° and we all went swimming. Ah, the Chicago climate—and the smoke. Ask Mr. Hird.

The restaurant is a quiet place these days. We miss "Arch" Downey's automobile and radio queries. We wonder how he is getting along in the East without either of his hobbies.

Mrs. Weeks has joined our Accounting Department force. We understand she is an Easterner and welcome her to the Windy City and Bird & Son.

Henry Morman has forged out two large tags which are to be presented to Roberts and Wilson when they next leave town. Ask them why?

"Our friend, the mechanical engineer, tells us that it takes six times as much power to start a flywheel from a dead start as it does to keep it going, once it is in motion. In other words, it takes only one-sixth as much effort to keep going once you are on the way as it does to stop a bit and rest and then start over again. When you are tempted to slacken just because things are coming your way, remember the flywheel."

We expect to install a back pressure turbine to utilize the drops in pressure between our boilers and distributing mains. The installation will be completed by June and we expect to effect a good saving by its use.

Our Champ Rug Finishing Crews, FFR

Back Row, left to right: Clarence Hagman, Elmer Honeth, Frank Erasmi, "Studebaker" Quackenbush, Bill Travers, George Goodwin, Bill Wosner, Jim Stowell. Front Row: Angelo Margottini Felix Counter John Travers and Romolo Conti.

Fifth Inter-Roofing Mill Meet Up

The fifth meet-up of the leading lights of the roofing end of our business, held in East Walpole on February 2, 3 and 4, was very pleasant, interesting, and we feel profitable. The Hamilton delegation, Messrs. Cowan and O'Brien, and the Chicago delegation, Messrs. Wilson, Roberts and Thurston, with Messrs. Montgomery, Lines, Connelly, Kimball and Chamberlain, made up the group.

On Tuesday noon the luncheon, with members of the Sales Department, at which Mr. Allen was present, added much to the completeness of the program. His talk on the "Romance of the Roofing Business," and his statements as to the confidence of the Sales Department in the ability of the various mills to produce a superior quality product, was certainly inspiring to all the manufacturing men present. Short talks by other members of the Sales Department were also interesting.

Tuesday evening was given over to a purely social time and the members of the conference, with invited guests, had dinner at the Hotel Lenox and saw a good hockey game afterwards.

Although only part of Wednesday was required for business, it was perhaps the hardest day of all for the East Walpole men, for it is a job in itself to get the Chicago boys started on the right track for home. If you aren't awfully careful, Bill is sure to get onto the wrong train and it is hard telling where he will wind up. We were all quite relieved when we received word that they had arrived home safely.

Hamilton

W. E. MacCarl, machine foreman, slipped a cog last Saturday and fell from the ranks of Bachelordom and slipped in among the Benedicts.

We ALL believe now that the saying, "In spring a young man's fancy lightly turns to love," is true because —Miss Rhoda Patterson, too, wears a stone that glitters.

We were pleased to have Mr. R. C. Floyd, East Walpole, favor us with a visit during the week of Feb. 16th.

Make This Your Motto
For Success
"I Can Make Good IF—
I Will Pay The Price."
The Price Is:—
Honesty
Determination
Belief in Myself
Hard Work

FLOOR COVERING PLANT
Norwood

Charlie Witosky wonders why a fellow gets HOT when he has a COLD.

Bill Danaher has a summer home, completely furnished, and with the piazza screened with chicken wire to keep the chickens out, which we understand he would like to sell, that he may turn the proceeds toward a car and be in the push or one of the smashes when spring comes.

Billy Boyden is the proud and happy papa of a baby girl, who is fast growing up to be a joy to him.

Something—we wonder what—has struck John Goodwin these days. He looks just like a million dollars.

We believe in throwing bricks when bricks are necessary, and sometimes we must admit that they are. The only way to get along with some folks is to bang them on the beezer, so to speak. We also believe in cultivating a brick-proof skull, so that one must use a rapier to get us. Harmless, kindly jibing also has its place. It lifts the dull gray clouds of care and lets the sun shine through. We also believe in passing around bouquets and compliments to the deserving.

So, here and now, to Miss Catherine Costello, who with her most efficient stenography caters to our veriest whim, we wish to extend our sincere appreciation.

We have a foreman who parts his name in the middle and is a connoisseur in trousers. He has a seemingly endless variety of these bifurcated habiliments. It's a case where he has to wear them—needs them in his business as it were; but on a cold, dark, wintry day he will have on a pair of short tight light ones, and when spring approaches and the sun beams genially, lo! he will appear in a pair of dark heavy bell bottoms. When the department overhead bothers him, he wears suspenders, but when things are easy, he just lets 'em sag on a belt.

Rumor hath it that Frank Sutherland has a new boarder, that she is wee and pretty, that her name is Margery Ann, and that her stay in the family will be permanent. The *Review* extends congratulations to both Mrs. Sutherland and Frank.

Howard Davis, of FFB, is at work during odd hours on a miniature replica of the Flying Dutchman.

Al Jenkins says that the only reason any man is a fool is just because he doesn't know any better.

Chicago Floor Covering Sales Notes

Mr. Tyson, the special Northwest representative of the Western Division, is like the British Empire in this respect —"The sun never sets on his territory." He has recently made a triumphal sales march from the sun-tanned people of New Mexico to the fair-haired Scandinavians in Minnesota.

Mr. Miller of Chicago says, "Why go so far and fare worse?" He sells six nationalities in one block.

Mr. Westcott is just returning from one of his flying trips. This time it was New York and Washington.

Bird Peterson is sending up an SOS from Louisiana. He has a nice big window in one of his stores, a dealer that wants a window display, plenty of water for a duck pond, but he cannot locate window display ducks. This is on top of the commonly accepted theory that birds go South for the winter.

The spring fashion show has begun in the office. Mr. Barney and Mr. Hagenbuckle are stepping out with new attire.

A modern Aladdin has been uncovered on Milwaukee Avenue, Chicago. Mr. O'Connell has put in a window display that has kept the people standing around with their mouths open. A faucet is hanging by a string with no other support and a stream of water comes out of the faucet. The question is, where does the water come from? For a fair price Mr. O'Connell will tell the secret.

Lincoln's Birthday, Friday the 13th, and Valentine's Day came so near together, the office force got their numbers all jumbled up. Someone put such nice looking valentines in envelopes, but since the mail man delivered them on Friday the 13th they turned out to be satirical.

Is it the spring fever that made the salesmen do a double quick out on their territory about Friday, the 13th of February? No, it was the new price and a lot of them took advantage of it to its fullest and turned in some nice business, benefiting their dealers and putting shekels in their own coffers.

SPECIAL ITEMS OF INTEREST TO WESTERN DIVISION TRADE

Mr. Wm. Armstrong, who has been buyer and manager of Carpet and Linoleum Department for Taylor Carpet Company, Indianapolis, for past seventeen years, has taken a position as manager of carpets and rugs with Crowley-Milner Company of Detroit.

Mr. Walter Smith, after spending several years as buyer for Block Co. and Banner Furniture Co., has gone into the laying and servicing of linoleums and cleaning and repairing of wool rugs and carpets for himself.

Berkowitz and Sternberg, traveling salesmen, met on the train.

"I have just come from St. Louis, where I did a tremendous business," said Berkowitz. "How much do you think I sold?"

"How should I know?" replied Sternberg.

"Of course you don't know, but what do you guess?"

"Oh, about half."

"Half of vhat?"

"Why, half vhat you say."

FLOOR COVERING ESTABLISHES SOUTHERN BRANCHES

IN line with Bird & Son's policy and desire to render prompt and careful service to all dealers and merchants handling our lines, the Eastern Floor Covering Sales announces the establishment of new branch offices and warehouses in Atlanta, Georgia and Philadelphia, Pennsylvania.

The Atlanta office, which will be the headquarters for Mr. H. B. Hunt, District Manager, is located at 1318–B19 Healey Building, Atlanta, Georgia.

Mr. H. B. Jordan, District Manager, will be located at 1401–1402 Jefferson Building, Philadelphia, Pennsylvania.

A complete stock of all rugs, floor coverings, rug border, and lining felt will also be carried at the Atlanta and Philadelphia warehouses, and there is no question but that all orders received will be promptly and courteously handled.

H. B. Jordan

H. B. Hunt

Printed Stores Busy on Advertising

We hear a great deal of late about records which have been broken in this department and that, but nothing has been said about the work done by the Storeroom. This is a department which has to be at the beck and call of everyone at any and all times, and seems generally to be an object of criticism when stocks run low on pencils, blotters, etc.

Here are some of the things which have been done in SPD since the first of the year on Floor Covering advertising alone:

Received, checked up and put into stock, in addition to many smaller lots which have required attention:

480,000 Illustrated Sales Letters	20,000 Mats and Electros
150,000 Dealers' Folders	15,000 Window Posters
100,000 Consumers' Folders	5,000 Streamers
100,000 Pennants	5,000 Corrugated Cases
21,000 Price Posters	2,000 Life-size Cutouts

Packed up and sent out:
50 Shipments by Parcel Post daily,
20 Shipments by Express daily,
Large shipments by Freight to Chicago and San Francisco.

Plans have been made to send out 5,000 Floor Covering advertising units, consisting of:

25 Pennants	2 Window Posters
8 Window Cards	1 Streamer
3 Price Posters	1 Life-size Cutout

packed in a corrugated case which has to be sealed with sealing strip. In the past three weeks, 1900 of these units have been sent out. Some idea of the time necessary to get these out may be obtained from the fact that two men can pack only about one hundred a day, while the record for a short time is 31 cases in three-quarters of an hour, with a crew of four men.

All of this has kept everyone busy, and some overtime work has had to be done. FXP has given excellent service on printing, which has helped considerably, and many places in various manufacturing departments have been given over to space for storing the advertising matter and other material.

MAIN OFFICE

We are glad to hear Miss O'Brien is on the way to good health again after her recent illness at the Norwood Hospital. She has our sincere wishes for a most speedy recovery.

Florence Duncan is confined to her home with a quinsy sore throat.

It is suggested that when Cathryn Dowdie and Julia Clem go out riding they bring their own supply of reserve gas. When they say they were stuck between Walpole and Wrentham out of gas on a certain dark night we say, "We've heard that story somewhere before."

Miss Hartig insists that her friends in the future call her "Dot." Stenographic take note.

On February 7th Miss M. E. Cavanaugh, who for the past seven years has been assistant in the Labor Bureau and associate Editor of the Review, left us to go to California where she expects to make her residence.

Through her constant contact with all departments of our organization she acquired a host of acquaintences.

During the last two weeks of her stay several theatre, dinner and surprise parties were given her and she was the recipient of many useful remembrances. Our best wishes follow her on her journey and in her new work.

What's in a Name?

We hope that our readers won't be misinformed when we announce the name of our Club and the nature of the parties we hold.

On Thursday evening, February 12, a bunch of "pencil pushers" known as the "SM-A-CK Club" left City Hall Square at 6.15 and motored to the woodlands of Wrentham.

On first thought one would have drawn the inference that a very dull time was to be had. On second thought one might assume that with all of the privacy which so quiet a place had to offer some of our good members might be persuaded to live up to the name of the club. However, when we arrived at Wrenmere Inn, there were no such questions at hand.

The homelike atmosphere and cordial welcome that each received was enough to install a friendly spirit into the hearts of the coldest and most distant person there.

After being shown into the reception room, a very enjoyable musical program was heard for a short time.

The would-be duet between Eddie Tarr and Gordan Campbell was one of the special events of the evening. (Eddie has the talent all right but likes to be coaxed by the ladies.)

Vocal and piano solos were rendered by Mrs. A. H. Anderson. Gordan Campbell also rendered his favorite piano selection "Kitten on the Keys" in his usual clever way.

Dinner was served at 7.30 and consisted of a very homelike menu. After eating—the entire gathering took part in dancing until a late hour in the evening.

Mr. Beaulieu helped in his share of the entertaining by dancing and received a generous applause. The Virginia Reel was also enjoyed by both the spectators and partakers.

Some of the interesting incidents of the evening were as follows:

"Nelly" was seen to leave "Walt" for several dances which she had with other "beaus." (We hope this caused no hard feelings.)

Mr. Springer got what he ordered although it came out rather late in the evening. (He made the most of it when it did finally come out though.)

We all witnessed an addition to the "Shiek's" already overflowing list of telephone numbers. ("We hope you'll not disappoint any of the girls represented on that calling schedule, Frank.")

"Herb" Schaier nearly upset some of the dancers by exhibiting some of the latest New York steps. (He and Mr. Beaulieu did quite well at the head and end of the table, though their signals got a little mixed up.)

Two more minor things were noted—1st, that blue seemed to be a special color for the night; 2nd, that blushing is very becoming to some blondes.

Under protest at having to leave and exclaiming over the wonderful evening, everyone was finally persuaded that it was time to leave.

We are all hoping that the party will be repeated soon with as huge a success.

BERWICK & SMITH WIN BOWLING HONORS

After enjoying a very successful season the Walpole-Norwood Bowling League finished its schedule last Wednesday evening.

A banquet will be enjoyed by the fellows in Holman Hall, Tuesday evening, March 3. At this time the lucky ones will receive their prizes.

The final standings:

High Single String—Baker 135
High Three String—Mutch 337
High Average —Blasenak 96.13

Teams	Won	Lost	Average
Berwick & Smith	55	9	.858
Plimpton Press	43	25	.632
E. Fleming & Co	40	24	.624
American Glue Co	36	24	.598
Hollingsworth & Vose	31	25	.552
Bird & Son, inc	33	35	.485
Bird Machine	30	38	.441
Winslow Bros. & Smith	25	39	.390
American Brake Shoe	17	47	.265
J. S. Cushing	10	54	.156

BIRD CLUB ACTIVITIES

Amateur Night a Big Success

OUR long looked forward to Amateur Entertainment was held Friday evening, February 9, at Bird Hall. It far exceeded the writer's perhaps over sanguine expectations. Rather drastic, but carefully planned, measures were taken to assure an even hall-full, so that everybody had a seat and was comfortable when the curtain went up and the program started at eight o'clock.

"Our folks" proved beyond peradventure that they could really entertain, and if there was anyone in the big audience who did not thoroughly enjoy it all, then it was anybody's fault save the artists', for each entertainer was an artist in his or her own line.

It is no disparagement of the others to put the Duncan sisters and "Wally", because of their versatility, as top-liners. They sang and played and danced, and were as much at home on the stage as professionals.

"Mike" Lewis and his Neponset salesmen did vaudeville stunts. Agnes Geary sang in a particularly sweet and appealing way. Genevieve McWhirter, Miss O'Brien at the piano, gave evidence of her musical studies, in character songs that were full of her particular kind of pep. "Ed" Downey, in several solo dances, showed us how very near he is to the professional status. Burita Shergals, with Miss Mary Shergals accompanying, sang several selections in a voice that is full of character and promise.

Santo Damico and Zen Babech, in a character duo, singing in Italian, the former playing the accordion, made a decided comedy hit.

All the performers were generous in their numbers and encores, and the audience was vociferous in its applause. Arthur Wilson had the affair in immediate charge and made the announcements. Dancing followed until midnight, Parky Rogers and his orchestra supplying the toe-tickling tunes.

Already we are planning for at least one amateur night, and perhaps two, for next year.

The February Members' meeting at the House had as speaker Fred J. Daley, former Yale football captain. Mr. Daley gave a very interesting talk on his coaching experiences since leaving Bird & Son 12 years ago.

March Meeting

The popular entertainment for March will come on Friday evening, the thirteenth. There will be a two-hour program given by professionals. It promises to be good. Being Lent, and following a well thrashed out and adhered to club precedent, there will not be dancing.

Zen Babech and Santo Damico as they appeared in their character sketch on Amateur Night.

VETERANS' ROLL OF HONOR

WE give below a list of those whose fifth, tenth, fifteenth and twentieth anniversaries come during March, together with the names of our veterans who complete over 20 years' service.

			Yrs.
Aaron Rhoades	Retired	Mar. 9, 1887	38
G. R. Wyman	Gen. Mfg. Mgr.	Mar. 17, 1887	38
James Kivlin	Paper Mill	Mar. 20, 1892	33
Dan A. Jones	Paper Mill	Mar. 4, 1897	28
Emanuel Johnson	Box Shop	Mar. 11, 1898	27
William J. Quinn	Paper Mill	Mar. 9, 1900	25
W. R. McNeil	Hamilton	Mar. 23, 1901	24
Bartley O'Donnell	Maintenance	Mar. 1, 1905	20
Thomas Morris	Box Shop	Mar. 1, 1910	15
William Morrisey	Maintenance	Mar. 29, 1910	15
John Broadley	Maintenance	Mar. 2, 1915	10
John J. Foley	Paper Mill	Mar. 8, 1915	10
H. S. Hanna	Chicago	Mar. 1, 1920	5
John Ustonovitch	Floor Covering	Mar. 10, 1920	5
John Aleksandrowicz	Bldg. & Rfg.	Mar. 16, 1920	5
Egnatz Rozuk	Paper Mill	Mar. 16, 1920	5
John Silva	Phillipsdale	Mar. 17, 1920	5
Earl H. Hanson	Box Shop	Mar. 20, 1920	5
Antonio Piedzewicz	Shipping	Mar. 24, 1920	5
Patrick Reynolds	Phillipsdale	Mar. 25, 1920	5
F. P. Smith	Chicago	Mar. 27, 1920	5
Mrs. E. Forrest	Office	Mar. 29, 1920	5
T. J. Bailey, Jr.	Box Shop	Mar. 29, 1920	5
Joseph Muskawicz	Bldg. & Rfg.	Mar. 30, 1920	5
Hugh Rooney	Power & Steam	Mar. 31, 1920	5

Hamilton

A. Grimord	Feb. 16, 1917
Sam Bailey	Feb. 9, 1920
G. W. Frazer	Feb. 9, 1920

Be what your friends think you are; avoid being what your enemies say you are; go right ahead and be happy.

Profits are made on sales, but dividends are made on satisfaction.

E.M.B.A. INCREASES BENEFITS AND INSURANCE

AT the special meeting of the Bird & Son, inc. Employees Mutual Benefit Association held February 17, the proposed changes in the constitution published in last month's *Review* were unanimously adopted and will be put into effect on March 1st.

Under the new plan the membership is divided into two classes and shall receive weekly sick benefits as follows:

	Weekly Salary	Monthly Dues	Weekly Benefits
Class A....	Under $20.00	$.60	$ 9.00
Class B....	$20.00 or over	.80	12.00

Benefits to be paid beginning the eighth day of disability. If out four weeks, beginning the first day, and for 26 weeks in a year—exactly as at present. The payment of above benefits shall be based on week days only and paid at the rate of $1.50 and $2.00 per day, respectively.

The insurance policies are increased from the present $200.00 policy to the following amounts:

Insurance Policies

Members of Association	Amt. Policy
Less than one year	$ 200.00
More than one year and less than two years	400.00
More than two years and less than three years	600.00
More than three years and less than four years	800.00
More than four years	1000.00

The above increases are made possible with only a slight increase in dues and by Bird & Son, inc. additional contribution of one and one-fourth times the amount paid in by the members. With our other additional features our Association is well in the lead of most associations of its kind.

FIRE BRIGADES

East Walpole: The regular monthly meeting of the Main Mill Fire Brigade was held on Monday, February 2.

Roll was called at 4.40 p. m. There were eight absent and fifty-two present.

After a general discussion, the meeting adjourned at 5.00 p. m.

Norwood: The Building & Roofing Brigade held its monthly drill on February 2, and the Floor Covering Brigade on February 3 and 10, at 4.45 p. m.

The subject of fire prevention at the mills was discussed and the report of the State Safety Council read. This report was very instructive as it described accidents of every description and how to avoid and prevent them. Instructions were also given relative to playing water on high tension electric wiring. The men were posted as to where these wires are, and the correct method of handling electrical fires was outlined.

There was a good attendance at both meetings.

SUGGESTIONS

THE first 1925 suggestions were considered at the meeting on February 4, when 59 of them were brought up for decision. This is a most auspicious beginning. Of these 59, 13 were accepted, 6 were held for further consideration, while 40 were such that they could not be accepted. The list of accepted suggestions is as follows:

Ladder in Machine Room — A. B. Center, FFP
Stamps on Bird Boxes — John E. Clancy, FXB
One-on dies be made Two-on — John E. Clancy, FXB
Hooks in each hanger to hold spare pipes — M. Dzurbanick, FFN
Use of waste water in savealls — Helge Holter, DPP
Iron walks at screens — Helge Holter, DPP
Signal on creasers — Arthur Maguire, DFW
Connect oil tanks — John Manley, EMP
Galvanized guard on foot rest — Arsene Marchand, FXP
Sample drying apparatus — W. J. Murphy, PL
Addition to steps from shafting oil house — E. C. Rafuse, SM
Magneto covers — J. S. Walker, EMT
Winding of small rugs — William Wosner, FFR

It is encouraging to note the different departments represented by this list, but surprising to find that the only mill omitted is Building and Roofing. Perhaps they are resting on the laurels they won in 1924, but we hope they are only pausing to get a good breath for a new start. They surely know, as well as anyone, that it is only by constant vigilance and effort that worthwhile suggestions can be made.

PHILLIPSDALE RETAINS BANNER

Four Divisions in Close Race for Lead

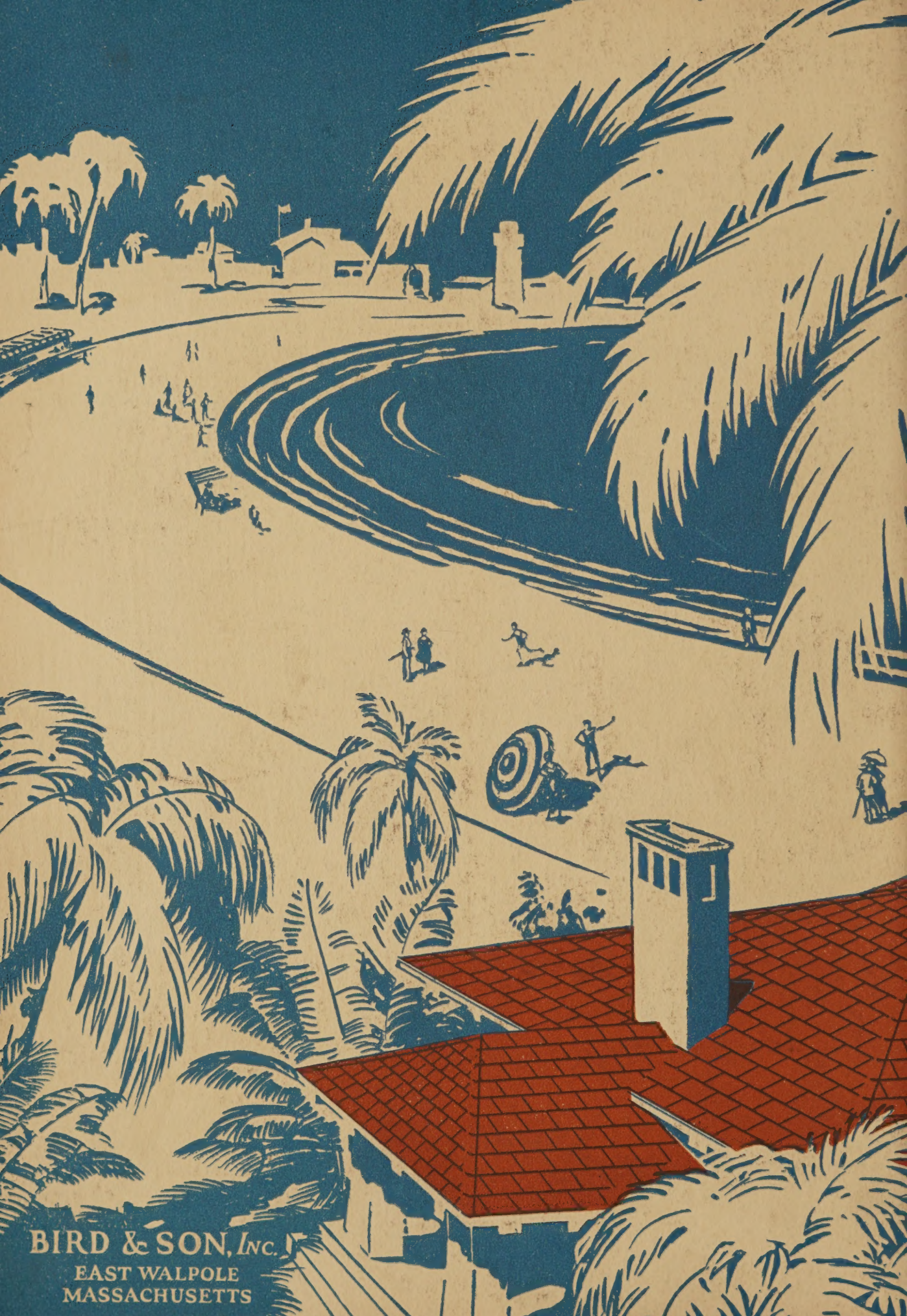
TWO men were careless and let material fall on feet. Result: each has broken foot. One man and a girl slipped and fell on floor. Each lost two weeks. Three men strained their backs and lost 29 days. Another was cleaning machinery while running and now has a very sore hand.

STANDING FOR JANUARY, 1925

Dept.	No. of Emp.	Accidents	Days Lost	Standing
DP	195	1	2	.981
EM & ER	155	1	1	.978
FB	242	1	7	.972
FX1 & 2	232	1	8	.969
FF	282	5	57	.836
DM-DF-DV	231	4	51	.829

Thirteen lost time accidents in one month is not a very good beginning for the new year.

—Safety Committee.



BIRD & SON, INC.
EAST WALPOLE
MASSACHUSETTS

The NEPONSET REVIEW

VOL. XIII. APRIL, 1925 No. 4

AMERICAN FOREST WEEK — APRIL 27 — MAY 3

Photograph by G. F. Slade

Plant a Tree on Arbor Day

The New Paint Building. Present Paint Building in left foreground

ADDITIONS TO FLOOR COVERING PLANT

THE new construction work which was started at the Floor Covering Plant just before the first of the year is rapidly taking shape and with the opening of spring we may expect still greater headway.

Extension to Oil Building

The addition to the Oil Boiling Plant was the first job to get under way and has therefore shown the most progress. The brick walls are practically up to finish height. The 50,000 gallon China Wood Oil storage tank, which is inside the building and enclosed by fireproof walls, will probably be completed by the time this is printed. The forms for the concrete roof will soon be started. Then will come that part of the work which will require careful planning and co-operation because the operation of boiling the oil will have to be carried on in part of the new building by means of a temporary hook-up of fuel oil and air supply while the present building is rebuilt around the old furnaces.

Shipping Platform Enlarged

The new concrete addition to the Shipping Platform, which extends toward Norwood, has been finished. The steel frame work with wood roof which has been erected over the whole of the platform not so protected is already a familiar sight to those who pass by. It will be a valuable protection against the elements and will greatly help us in getting off shipments in good condition in bad weather.

The concrete Ramp, which was built a short while ago from the Storage Buildings to the Shipping Platform, is being covered in so that the movement of goods will go on uninterrupted by the weather. All that portion of the cover whch is of wood frame and Bird's Siding has been completed. There remains only that portion close to the Storehouse which, for the purpose of fire protection, will be all metal construction.

New Paint Building

Perhaps the most interesting job which has been going on is the new Paint Manufacturing Building. This is being erected on the side hill to the south of the Shipping Building and when completed will appear as an addition to it. The first and second floors will be devoted to manufacturing and a portion of the second and all of

The Steam Shovel Making Preparations for Foundation of New Unit

The Ramp and Shipping Platform Addition From Finishing Room Roof

the third floor to storage of raw material.

The concrete foundations are completed and a portion of the second floor has been finished. Three large Paint Oil storage tanks have been buried in the ground under the rear of what will be the second floor. The brick wall on the river side has been carried up the full height and the wood and steel framing which will carry the top floor is being rapidly completed.

Excavating for New Building

The big job, which we speak of as the New Unit and which will be practically a duplicate of the group of brick buildings started two years ago this time, is now under way. A big steam shovel and a small army of men and horses have been at work taking away the top soil and no longer can we use the short-cut across the field to the car line.

We were a bit mystified when a regular circus tent appeared as by magic in the midst of the "dump" across from the Oil Boiling Plant, but we soon learned that it was the stable for the many horses used on the job.

There is one more item which seems to get more than its share of attention and that is the pump which has been set up just beyond the Finishing Room to take care of the brook which flows across the property and which would otherwise fill the excavations with water. F. W. S.

A NEW DAILY DOZEN

1. A little patience
2. A minute of unselfishness
3. A kind word—or two or three
4. A bit of self control—somewhere
5. A flash of generosity
6. A prompt excuse—for someone else
7. A noble thought—perhaps a text recalled
8. A good deed—not left undone
9. A brief prayer—for a friend in trouble
10. A moment of thankfulness—for blessings enjoyed
11. A kindly smile—where it may brighten another
12. A snatch of song—or hum of a tune.

—Selected.

AMERICAN FOREST WEEK PROCLAIMED BY PRESIDENT COOLIDGE

PRESIDENT COOLIDGE in a recent proclamation has asked all state Governors to co-operate in observance of the week of April 27–May 3 as American Forest Week and recommended that, wherever possible, Arbor Day be celebrated within that week.

In his proclamation the President urged all patriotic citizens to unite in the common task of forest conservation and renewal. "The forests of the future must be started today," he said. "Our children are dependent on our course. We are bound by a solemn obligation from which no evasion and no subterfuge will relieve us."

"Our forests ought to be put to work and kept at work. I do not minimize the obstacles that have to be met, nor the difficulty of changing old ideas and practices. We must all put our hands to this common task. It is not enough that the federal, state and local governments take the lead. There must be a change in our national attitude. Our industries, our landowners, our farmers, all our citizens must learn to treat the forests as crops to be used but also to be renewed. We must learn to tend our woodlands as carefully as we tend our farms.

Appeals to Energy

"Let us apply to this creative task the boundless energy and skill we have so long spent in harvesting the free gifts of nature. The forests of the future must be started today. Our children are dependent on our course. We are bound by a solemn obligation from which no evasion and no subterfuge will relieve us."

"The world needs you—it wants what you only can produce—you can serve it, and if you will, it will reward you richly."

Waltham and Newton Builders at Bird Club, March 14, 1925

WALTHAM AND NEWTON BUILDERS ASSOCIATION VISITS PLANTS

ONE of the most interesting meetings held at our Main Mill in a long time was that of the Waltham and Newton Builders Associations on Saturday, March 14. These organizations are made up of builders, carpenters and roofers and meetings are held by them from time to time to consider and discuss the various problems which have to do with their work.

Realizing that asphalt shingles and allied products (no matter how perfect in manufacture) can never give maximum service unless they are applied properly, the thought came to Mr. Thomas H. Bassett, President of the Buttrick Lbr. Co., that much better results might be obtained if the men who applied these materials would visit a mill and see just how they are made.

Bird & Son immediately approved of Mr. Bassett's suggestion and as a result we had the pleasure of entertaining about 30 members of the Newton and Waltham associations. It was a source of gratification to everyone concerned to see such a large number turn out, because the morning was very wet and cold.

Under the direction of Supt. Lines of the Norwood Plants, assisted by Messrs. Chamberlain and Wight, our guests were first shown through the Floor Covering plant, and the novelty of seeing a felt base floor covering in the process of manufacture was a matter of interest to everyone. After leaving the Floor Covering plant, a thorough inspection was made of the Building & Roofing plant. Special interest was taken in the shingle machine and the process of manufacturing shingles from the raw felt to the finished product.

After leaving the Norwood Plant, a brief inspection was made of the Main Mill where, under the guidance of Mr. Sheehan and Mr. Schaier, the boiler rooms, power plant, heater rooms and one or two of the big paper machines were looked over.

Immediately after the visit to the main mill the guests were taken to the Bird Club and from there to the gymnasium building, where Caterer Holman served one of his best dinners. At the conclusion of the dinner reviews were given by Mr. Bailey and Mr. Hale on the methods of manufacture and the growth and progress of

Bird & Son as typifying an enterprising and successful New England manufacturing business. Interesting talks were given by Major Hanson and Mr. Keefe as well as other members of the association and the meeting was then thrown open for general discussion and for the answering of all questions relating to manufacturing, methods of application and the sale of Bird's roofings.

Credit is due Mr. Thos. H. Bassett, President of the Buttrick Lbr. Corp., who, perhaps more than anyone else, was responsible for the meet-up and the members of the Association gave him a rising vote of thanks. To this Mr. Bassett responded in a very fitting manner.

Much good can come from meetings of this kind because the manufacturer is continually striving to make the best material possible and no one is in a better position to advise him in relation to this than the builder, carpenter and roofer. On the other hand, it is equally as important for the builder, carpenter and roofer to know how the products are manufactured and to see that they are applied in a workmanlike manner.

Bird & Son, inc., are always glad to welcome to their plant anyone who is in any way interested in the use of building and roofing products and we hope that every carpenter, builder and roofer when in the vicinity of our mills will avail himself of this opportunity.

BIRD & SON, INC. EMPLOYEES MUTUAL BENEFIT ASSOCIATION

TO All Members:

We take pleasure in announcing that the scale of increased benefits recommended by your executive committee, and adopted by the Association on February 17, 1925, became effective on March 1, 1925. The new scale is as follows:—

Dues and Sickness Benefits

	Weekly Salary	Monthly Dues	Weekly Benefits
Class A	Under $20.00	$ .60	$ 9.00
Class B	20.00 or over	.80	12.00

Life Insurance

Length of time Employee has been insured	Amt. of Insurance
Less than one year	$ 200.00
More than one year and less than two years	400.00
More than two years and less than three years	600.00
More than three years and less than four years	800.00
More than four years	1000.00

New Certificates are being printed under the auspices of the Savings Bank Life Insurance Division at the State House, and it is hoped that these will be ready for distribution within a few weeks. D. J. Cullinane, Sec.

FOREST FIRES

DURING March and April each year, when the wind and sun has dried out the dead leaves and branches and before vegetation growth has started, we always experience many and sometimes very serious forest and wood fires in New England.

Several years ago Walpole organized the first Volunteer Forest Fire Patrol in the state. Its chief mission was to prevent fires. It has been so successful that the idea has been copied in many localities.

In order to remind us again of the danger and the extent of loss caused by fires, Mr. Dobbins, our New Hampshire Building and Roofing representative, has submitted the following poem written by Harris A. Reynolds, of the State of New Hampshire Forestry Department.

The Careless Smoker

(Apologies to Kipling)

A fool there was and his pipe he lit
(Even as you and I)
On a forest trail where the leaves were fit
To become ablaze from the smallest bit
Of spark—and the fool he furnished it.
The day was windy and dry.

The forest was burned to its very roots,
Even beneath the ground,
With the flowers, the birds and the poor dumb brutes,
Old heavy oaks, and the tender shoots
Which might have made logs but for such galoots
Allowed to wander around.

The lumber jack has now passed on—
His pay day comes no more—
And the screech-owls haunt the camp at dawn,
Where the cook's tin pan woke the men of brawn;
But the mill is silent, the trees are gone,
The soil and the forest floor.

A deadly sight are those hills of rocks
Which once were beds of green,
No hope for the human, no food for the flocks,
The floods must be held by expensive locks
And the harbor is silted to the docks,
The ships no more are seen.

But the fool smokes on in the forest still,
Leaves camp fires burning too,
While the patient public pays the bill
And the nation's wealth is destroyed for nil.
If the law don't get him, Old Satan will
When his smoking days are through.

Fire Loss Over Half Million

Loss of property by fire in the United States in 1923 amounted to $535,372,782, a new record, the National Board of Fire Underwriters announced today. The sum includes the usual allowance of 25 percent for unreported fires. Losses for the five years ending with 1923 totalled $2,305,746,871.

Careless Smokers Chief Cause of Fires in 1923

The chief cause of fires in 1923 was ascribed to careless smokers and their discarded matches and tobacco. The actual destruction charged against them was $29,045,017. Defective chimneys and flues, with a loss of $20,808,162, took second place.

Other important causes and their damages were: Stoves, furnaces, etc., $18,658,428; spontaneous combustion, $16,910,945; sparks igniting combustible roofs, $15,931,342; electricity, $14,091,789; petroleum and its products, $11,183,421; lightning, $10,922,669; friction sparks from running machinery, $9,499,699; hot ashes and coals and open fireplaces $5,365,014.

MY FIRST AUTOMOBILE

G. R. Wyman

In view of the wonderful display of automobiles at the recent Auto Show in Boston the following story and pictures will prove very interesting to our readers. The development of the automobile during the past twenty-five years has been marvelous. Yet if the horseless carriage shown in the photos below could be seen on the road today it would create more interest than even the most sumptuous car of the present day.

—Ed.

EARLY in the fall of 1901—nearly a quarter of a century ago—Ralph Clarke learned of a horseless carriage which I could buy cheap for cash. This machine had been used on a liquid air experiment and had been fitted with a boiler and double acting steam engine.

Ralph and I went in town, got up steam and started home about twelve o'clock at night. On the way out we had various steam troubles—low pressure, leaky joints, etc. In going up the hill at Roslindale, she would hardly take it, so I got out and walked behind while Ralph ran the machine. We arrived at East Walpole about 2.30, making the trip from Boston in about two hours and a half, which we considered mighty good time.

It was with a great deal of relief and satisfaction that I put my first automobile in the garage which we had prepared for it. After considerable tinkering, in which Ralph was of great assistance, the machine was put in shape so that we could take a real ride and it gave me a great deal of pleasure, when my father visited me about Thanksgiving time, to go for a short trip after being photographed.

That winter I decided I must have a four-seater. Consequently, I took the machine apart, re-assembled parts in my cellar and, with the assistance of my little daughter, I lengthened it out, changed the seating arrangements and put it on the road again in 1902. As my first automobile was soon to go out of my possession, I will complete the story by saying that we got a great deal of pleasure out of this machine. I sold it in the fall of 1902 for exactly what it cost me, having had an immense amount of fun and experience which I have never regretted.

This left me without a machine, but Mr. Bird had a Kidder Steamer which he turned over to me from time to time for tuning up, alterations, etc. It was interesting to look at this magnificent car, because it certainly was a magnificent car in its time, so far as appearance goes, and it really gave a very good performance—part of the time. This machine had certain very fine qualities. The cylinders were placed one on each side of the machine. In fact, it really was equipped with two single engines working back on to the driving mechanism.

It had a very splendid boiler, but things were progressing in the automobile line and it was not a great while before Mr. Bird decided that this machine would serve him best if equipped with electric storage battery and motor. I was glad to pull the steam mechanism out and so equip the car that, for a time, it served as an electric runabout.

There are millions of prosperous men in this country; travel in any direction, and the most impressive thing you note will be the homes, farms, shops, factories, and offices of citizens who are evidently well-to-do. Ninety per cent of them achieved success in the same way: by industry, politeness, fairness, and thrift. Likewise, everywhere you will find a small minority who are not getting along very well, and in ninety cases in a hundred, the cause is neglect of industry, politeness, fairness, and thrift.

—Ed Howe.

The Horseless Carriage of 1901.

The Kidder Steamer. The Class of 1902.

MAINTENANCE AND POWER AND STEAM BRING BACK SAFETY BANNER

Phillipsdale Loses After Three Months

WE had eleven lost time accidents during February, which is a slight improvement over January, but more than we should have in light of our previous experience.

In going over the list we find that carelessness and neglect were the chief reasons as usual. Two men scratched their hands on baling wire and, because they were not given proper attention, infection followed. Two other men claimed to have strained their backs, one lifting a bale of stock and the other while pulling on a rope. Still another man slipped through a hole in a car floor, causing bruises to his leg and a strain of the back. What might have been a serious accident occurred when a creasing machine operator tried to adjust his machine without shutting off the power. His hand was caught in between the rolls and, very fortunately, only got a bad bruise. This man has learned his lesson not to adjust machinery while it is in motion. Let it also be a lesson to the rest of us.

Our other accidents were all minor ones but meant that men lost time and consequently spoilt otherwise good records. One man pulling sheets of wallboard on a truck was hit by one in the eye, causing a bad bruise. Another man's toes were run over with a wheel truck, Still another got his hand in a bucket conveyor, another got his fingers between two rolls, and another, standing on a roll, fell and bruised his leg.

Standing for February

Dept.	No. Emp.	Acc.	Days Lost	Standing
EM & ER	156	0	0	1.000
DP	196	1	2	.980
FB	243	2	4	.968
FX1 & 2	266	2	11	.966
FF	282	3	23	.924
DM–DF–DV	231	4	21	.901

It is up to *YO U* to cut the accidents down this month.

Safety Committees.

SAFETY

Thirty-two per cent of the 20,000 persons killed in automobile accidents in the United States last year were children under 15 years of age, research by the National Safety Council has determined.

The Council, as a part of a nation-wide campaign to lower the death toll of such accidents during 1925, has issued the following statement:

"Many drivers are careful on congested business streets, but careless in residential and other districts where children are to be found in numbers.

"In spite of the danger, many children make the street their playground, or in chasing each other or a ball they may suddenly dash into the street in front of a moving vehicle.

"Drivers should assume that every child on or near the street is going to dash suddenly in front of their cars. You cannot tell by looking at a child what it is going to do. You should, therefore, drive slowly and have absolute control of your car:-

1. Not only when children are playing in the street but also when they are playing near the curb or on the sidewalk.
2. When passing schools or playgrounds.
3. When approaching persons on bicycles, tricycles, roller skates, kiddie cars, etc.

"Drivers should caution their own and other people's children about the dangers of the street. Positive information as to how to conduct themselves on the street will be more effective with children than mere "don'ts."

"In many communities school children are being taught safety with regular school studies; this is especially true in Walpole and Norwood schools. Motorists should co-operate in this good work and should take every precaution to prevent accidents to children.

"If you expect other persons to avoid injuring your children, you should take care not to injure the children of others."

People used to commit suicide by blowing out the gas. Now they step on it.

THINK more about your personal safety and about the safety of those about you and we will have fewer accidents.

The
NEPONSET REVIEW

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The *Neponset Review* will gladly publish communications, suggestions, photographs, or articles of interest to its readers.

Address all correspondence to the Editor, *Neponset Review,* East Walpole, Mass.

Fame is a vapor, popularity an accident, riches take wings; those who cheer today will curse tomorrow; only one thing endures—character!

—Horace Greeley.

A PAPER THANKSGIVING

"LET us give thanks for paper," says William Bond Wheelwright. "First made in the remote past by a forgotten Chinaman; transmitted to Spain by the victorious Arabs and the Moors; made plentiful as a result of the pioneer machinery of Louis Robert, and cheap through the contributions of chemical science. Its countless uses in endless variety have made it indispensable, alike to the maintenance and the progress of civilization."

That is the prose way of giving thanks for paper.

More poetically did Thomas Churchyard sing its praise many years ago in this quaint verse:

I prayse the man
That first did paper make,
The only thing that sets
all virtues forth;

It showes new books,
and keeps olde workes awake,
Much more of price
than all the world is worth;

It witness bears of friendship,
time, and troth,
And is the tromp of vice
And virtue both;

Without whose help,
no hap or wealth is won.
And by whose ayde
great workes and deeds
are done.

BEWARE OF FALSE STOCK PEDDLERS

FOR several years Bird & Son, inc. has attempted to render a service to all fellow workers in the giving of information on unlisted stocks or security selling schemes that have been offered the public.

Five years ago this month the following notice was posted on all bulletin boards and a reproduction printed in the Review:

NOTICE

It has come to our attention that there have been solicitors going about in this community offering for sale securities which at best must be called "questionable" investments.

We suggest to all of our people that before they put their money into unknown and questionable securities, oil, mining and other stocks, they take advantage of the facilities we have for making investigations and getting reports. This we will gladly do for anyone through regular channels.

Our desire is to get you the fullest facts and figures in case you ask us to. Either H. H. Miller, Treasurer, in the main office, or B. D. Rogers of the Labor Bureau, will be glad to get such reports at the request of any of our people.

Bird & Son, inc.

March 20, 1920.

Here in our immediate locality during the past few years the operations and failures of H. V. Green Co., Ponzi and G. F. Redmond & Co. have taken a toll of many hundreds of dollars and they represent only the most notorious cases.

"The many schemes used by the swindling gentry are too numerous to mention but they are all clever and designed to ensnare the gullible. Many a proposition that may be presented to you by mail or by personal call, or even 'by phone', may have the earmarks of what is known as a 'reload', a 'certificate of sub-scription rights' plan, a 'prospective dividend' bait, and many other of the numerous come-on traps of the trade of crooked promotion."

"A forger usually knows nothing of burglary,

but much about paper, inks, and banking methods. The swindling promoter knows the tricks of his trade and studies human nature. He is a student of psychology and knows the signs of the easy money crowd. His bait is quick returns and large profits. His promises are but the falling of words from his lips and his desire to help is based on the commission he is to collect from his sale to you for your good money, hard-earned and now in safe keeping."

Because of recent developments we again bring this subject before all fellow workers and it is hoped that anyone interested will take advantage of the service rendered and profit thereby by keeping invested funds in seasoned securities or safe investments.

SUGGESTIONS

AT the meeting in March, the following suggestions were accepted:

Safety Stop on FXBM11 — John Clancy, FXB
Changes in Operation of Thickeners — Frank Livingston, DR
Pipe Rollers on Boom on New Derrick — A. E. Long, DPM
Guide on Varnish Machine — Austin MacAloney, FFD
Falls Holder at DFW — Arthur Maguire, DFW
Ball Bearing Boxes on Roll in Front of Breakers — Frank A. Massey, DMP
Stand for Oil Can on Tube Machine — Basil Neville, FFF
Guide on Rug Rollers — Basil Neville, FFF
Put Switch for Pump Motor Upstairs — C. Pierson, DP
Starting Switch on Elevator — J. F. Roche, Jr., DMB
Wooden Runners on Chute in SR2 — C. V. Smith, DMB
Steam Valve Control in FXW — J. S. Walker, EMT

Of the 64 suggestions which came up for consideration, these eleven were accepted, and eight were held for further investigation. Forty-five were unusable, for one reason or another.

Again we ask, "What is the matter with the Building & Roofing Plant?" Of the whole 64, only two were from FB, and they were not accepted. Wake up, FB, or you'll be left hopelessly behind.

Two of the accepted suggestions—that of Basil Neville on Stand for Oil Can on Tube Machine, and that of C. Pierson on putting Switch for Pump Motor Upstairs—had been turned down during 1924 because they were not considered practical. Later, however, they were reconsidered and it was decided to adopt them. This made them eligible for an award, but they had to be considered as 1925 suggestions as all 1924 records had been closed.

LIBRARY

Dreams, books are a world; and books we know
Are a substantial world, both pure and good;
Round these with tendrils, strong as flesh and blood,
Our pastime and our happiness will grow.
—Wordsworth.

ONE of our modern writers has said that he fears reading in the old-fashioned sense may be a lost art. In the good old days before the invention of the telephone and the short story, and today we should add the radio, books were something to belong to us. The characters in fiction were not our transient guests but lifelong companions, to be a comfort in our old age. The short story is for those who want a literary quick lunch, something to be served hot and devoured hastily. It is to be deplored that so much money is now spent on popular magazines and the "best sellers" when so many home libraries are lacking the fine old books that will never be too old to play their part in the education of the family.

New Books of Interest

Perhaps the most noticeable addition for the year is the "Official Source Records" prepared for the enlightenment of the public on the causes, events and consequences of the World War. While not a history in the usual sense of the word, it is an authentic record of the great events of the war. It consists of a compilation of letters and documents from actual participants on both sides, those high in official circles and others who had an accurate knowledge of events.

These records are uncensored and distributed with the endorsement of the National Executive Committee of the American Legion.

Another valuable addition is "Life and Letters of Walter Hines Page," which gives an exceptional insight into the world events at the same period.

Some good stories:

Deep Channel	Montague
Siege	Adams
Leave it to P. Smith	Wodehouse
Kai Lung's Golden Hours	Bramah
Our Admiral Betty	Farnol
A Passage to India	Forster
Calvin Coolidge—His Ideal of Citizenship	Whiting
My Garden of Memory	Wiggin
Literatures of the World	Richardson
Sunlight and Song	Jeritza
Ku Klux Klan	Mecklin

FOLLIES OF 1925

Mr. J. Crossen of Boston will present "The 1925 Follies" in Bird Hall the evenings of April 16 and 17. The cast includes about sixty young people of the town, together with a few of the older generation.

The performance promises "A Reeling Riot of Resplendant Revelry" as the manager puts it.

The proceeds are for the benefit of the East Walpole Congregational Church. Tickets are for sale by Mrs. Wyman and Mrs. Dresser, chairmen of the Ticket Committee, at 75 cents each.

NOTES FROM PLANTS AND OFFICES

PAPER MILLS

East Walpole

Messrs. Muirhead, Minogue, Preston and Mulqueeney of the Haverhill Box Board Division of the Robert Gair Company visited the Main Mill recently.

We are glad to see Jack Carrol back at the Finishing Mill after recovering from an operation for rupture.

DF has been having more than its share of sickness lately. Among those on the sick list at the present time are Mike Yasonis, Ludwig Polevitch and Bill Patterson.

DF and DMT were greatly surprised at the news that Jim and Al had decided upon April 1st as the day to make the fatal jump.

Arthur Smith is receiving many complimentary remarks about the new DMH locker room. It certainly is about the best thing in locker rooms that we have seen.

The new crane which the DMT department will use in loading cars for FB has been recently installed and should result in a big saving in the time required to load the cars.

Mr. A. Reynolds of D. Anderson & Son, Belfast, Ireland, was a recent visitor at the plant. He was especially interested in the Roofing and Felt Mills.

We have two amateur theatrical stars in our midst. Miss Anderson shines in East Walpole and Jim Maguire in Norwood. We are proud of both of them.

Joe Roche broke the ground for his new house in Norfolk. He is planning to build it himself.

Bill Quinn was the early bird that caught the clams. Bill went to Swifts Beach the 15th and got a fine mess of them.

Steve Walsh, who is out with a sore foot, says, "I'm afraid they'll take my foot to the hospital."

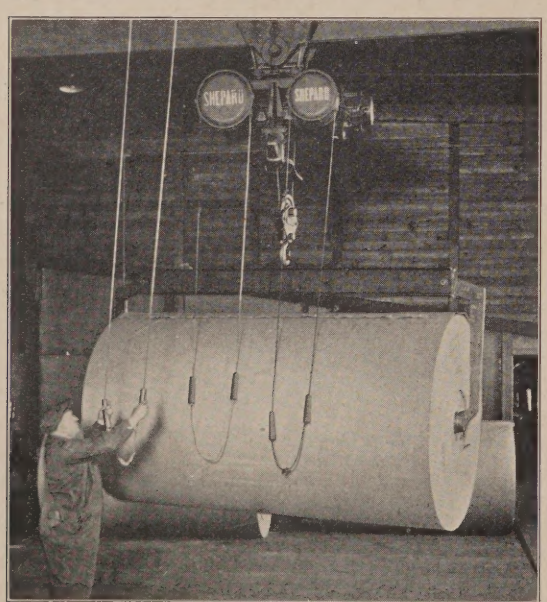
John Lewis has decided to give up the grocery business.

Steve Markewicz has been around renewing old acquaintances on the paper machines.

Some of the cribbage players say that they are going to practice playing in the dark. The best players in the dark often win the matches.

John Curran says the counry roads are still pretty muddy. He ought to know.

Victor Smith has his flivver ready for the road again sounding like a "Caddy".



One of the 4½ Ton Rolls from No. 5. Jack Fitzgerald, manipulating the controls, is no light-weight either

Maintenance

We were all very sorry to learn of the death of Fred Duncan's mother.

Tom Graney has come forth with a brand new Buick Coach. It's a sign of Spring.

Mike Curran of ERB is speedily recovering from a recent operation at the Norwood Hospital.

John Flamingo will soon be back on the job at ERB after being out on account of illness.

Allen Fraser has taken to raising chickens for a pastime. Right now he has a setting being hatched. If he has good luck he will have 75 all told.

James Costello of EMT, who was injured in an auto accident recently, is improving rapidly.

John Rasch of EMM is serving on the jury.

John Johnson of EMN and his brother have been pretty well occupied lately in planning a new home which is now being constructed in Norwood.

Joe "Shep" Walker recently became a married man, we are told. That explains the broad smile. Hey, Shep?

Box Shops

August Petrova, who has been operated on four times in the last three months, is reported as doing fine.

Miss H. Johnson on receiving order for shims asked if they were to be made in Department FXB. On receiving a reply in the affirmative she said, "Why, they used to make the shims in the shimmey mill," meaning DF. How come, Tap?

Larry Doane was confined to his bed for several days with internal poisoning.

John Julianette, FXB, who recently strained his back, is progressing slowly.

On March 23 Alphonso Sylvester reported he was the proud father of a 17½ pound boy. Father and mother are both doing well and expect to be out in a day or two.

Phillipsdale

Spring-time is here, but we do not know as yet how many farmers we will have. As we look the "gang" over they all look like farmers, except Lowry and Chamberlain and they loom up large as potential tennis players. They are keeping a close watch on the tennis court and are looking forward to giving that famous team of Nolan and Nolan their daily lessons at the game. We want no alibi this year about anybody's poor racket.

Charlie Cyranock has what you might call an automobile bug. Charlie says he is going to buy a new "sedan-car," but 1500 green-backs is a lot of money and Charlie may kill the bug before it bites too deep.

Chief Hawley is having the boiler room painted with a coat of whitewash and it looks very good. Why don't you wash the windows, George, and then keep it all clean by installing sprayers on the coal conveyor and in the coal bunker? No charge for that suggestion.

Frank Moreiro of DPB is building a new home just across the state line in the town of Seekonk and expects to move in before very long — another one to join the ranks of Phillipsdale men who own their own homes. We wish you good health and good luck in your new home, Frank.

The fire equipment around the yard has just received a coat of bright red paint and looks very good.

All the foremen are instructing their men in fire prevention and the proper use of fire equipment. This cannot be emphasized too much as a bad fire would mean that most of us would be out of a job.

Mr. Inman is looking forward to the new shipping platform which he has been promised. This will be much appreciated, by both him and the shipping crew.

Dave Lowry says that it doesn't pay to talk too long over the phone—telephone bills run high.

We extend our sympathy to Angelo Tirocchi of DPM who, while planing a piece of wood, caught his hand in the planer and cut it quite badly. We hope he will be able to come back with us soon.

The boom on the electric derrick broke on March 15 and caused considerable inconvenience for a while, but our maintenance department had it going again inside of four days. We are unloading a large quantity of rags just now and the piles are getting larger every day.

Our old friend Pat Lynch has been out trimming the hedges and making the yard look spick and span. Just give Pat a lawn mower and a pair of shears and he'll do wonders; but don't come up to him and mention the eighteenth amendment! "Times ain't what they used to was, are they, Pat?"

We are sorry to see that our stenographer, Miss Maguire, has been out for a few days with a very bad cold. We hope that she will soon be able to be with us again.

And we simply must say something about the rug with the beautiful oriental design that George Hawley picked out for his desk in the engine room. You sure do know art when you see it, don't you, George?

ROOFING MILLS

Norwood

Herb Jepson, our two-handed orator and efficient electrician, has the good wishes of the gang for the speedy recovery of his wife who recently underwent an operation for appendicitis at the Norwood Hospital.

Ed. Lincoln, our night inspector, has used Winslow Avenue, Norwood, for a garage for lo, these many months. He got away with it so easily that he tried to use one of Taunton's main streets the same way. He might have succeeded if Lizzie had stayed in her stall, but she shifted to the center of the street and was placed in the pound by the cops. Watch her, Ed.

Every month we can add more names to our list of house owners at FB. Fred Fuller, in FBM, has broken ground for a new house and garage in Walpole.

John Foley, FBJ, and Jimmie Dowd had their chairs very nicely decorated in green in honor of St. Patrick's Day.

As the grass commences to turn green we miss our old friend, Charles Derry, now on the retired list. Charlie certainly did keep the yard looking nice.

Rockwell and Marden, PBL, are giving radio concerts back of No. 1 machine saturation rack. They call it a thermocoupler, but it looks like an ordinary crystal set to us.

Ed. Boulter claims that he has at last found a right-handed hammer for laying shingles. He predicts that a left-handed one would cut his own head off in trying to use it.

Mr. Dresser wishes to report that he is still working on the proposed guard for the grindstone at FBM. There are still a few details to be worked out, but he believes that before long he will be able to point to something worth while and will then let the public in on it. Mr. Chamberlain and Mr. Lines have inspected what has been done and agree that something like this is much needed.

Jack Graham is much elated over the discovery of a Scotchman who once actually gave away $20.00 gold pieces. This is hard to realize although he produced the story in print. The brand of "hootch" that would separate a Scotchman from $20.00 is too strong for ordinary folks and we wouldn't be surprised to find it taking his kilts with it. Hoot! mon, hoot!!

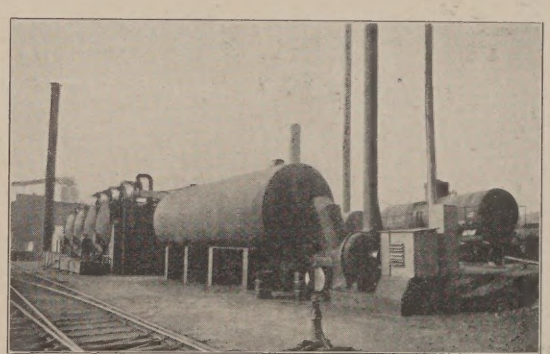
Catherine L. Nolan, daughter of the genial store-keeper at DP

A very unusual thing was recently noted at the FB shipping department. On February 13, 1925, Car N.H. 94313 was loaded at FBV for a customer in New Jersey. On March 18, 1925 this same car was loaded to the same customer containing the same kind of goods. This was not done intentionally, because it was not known until the car was booked. The shipping clerk remembered the car number and looked back out of curiosity.

P. T. Barnum's ghost has taken living form in the person of our Dick Stoddard at FB this month. After much delay and difficulty, Dick finally received his "HORSES" and everything was prepared for the big show, but as the curtain was about to be drawn Dick, the boy with the magic whip, was nowhere to be found. Parties were sent in all directions in pursuit of him and Dick was finally located escorting "DOLLY" the bareback rider, one of the star performers, to the Main Show and again all is serene at FB.

"I don't know why they pick on me to tell about the bowling matches that have recently been brought to a wonderful whirlwind finish, such as only FB can do things," says Mr. Dresser. "Such a task should have been given to one who could do it justice and could make at least a proper roast or boast of the trimming the FB team gave the Main Mill team. The first match we won by five pins only but didn't say a word. In the second match they won by four pins, but we didn't say a word this time either. The third match we trimmed them good and proper to the tune of 1441 to 1403, besides bowling with a dummy. Of course, we aren't bragging, for we never do that, but we certainly have some bowlers down here."

Graham is getting a lot of "joshing" because he rolled a dummy at the last bowling match on account of the absence of Stoddard and Call. Jack says it was better to roll one dummy than to have two present.



Asphalt Blowing Stills at FB

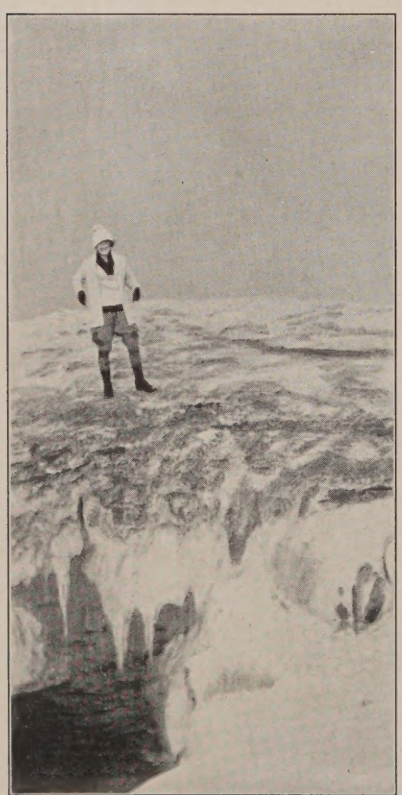
Wonderful Ice Formation at Hamilton Beach

A recent improvement at FB worthy of comment is the increased storage facilities in our shingle storehouse, SF 13. Storage, at this time of the year especially, has been the source of much worry and annoyance. New storage decks have been installed and a Hy-Lift truck obtained so that it is possible to practically double the storage capacity of this building.

Hamilton

"Good Old Paroid" even makes the hens lay at Hamilton. G. W. Frazer our Poultry Expert says that the record egg production of his hens is due to his snug "Neponset Chicken Coop", which is roofed with Red Slate, the sides being covered with Green Slate.

We were glad to have a visit from Mr. Arch. Downey, Manager of the Designed Roofing Licensees Inc. We hope to have another soon.



These snaps, taken at Hamilton Beach, will give you an idea of how our telephone operator, Miss Christine Powlesland, enjoys the Canadian winters.

Chicago

"Zephyrs from the Windi-citi"

Both our No. 1 and No. 2 Machine Crews led by Dutch Jansen and "Shorty" George came through in fine fashion with several non-stop runs, a couple of which were record breakers.

John Matcha spent two very interesting weeks in the Jury Box—but have him tell you.

We were glad to see Arch Downey when he stopped in for a short visit last week. A. H. Anderson was also a visitor from our East Walpole Plant. "Andy" admits now that Chi isn't so bad after all—it all depends on where you go here and what you see.

H. P. Wilbur of our Maintenance Crew again led in the number of accepted suggestions for the year. "Lou" Lance was second, followed by W. Eby, B. Cozzi, J. Clifford, P. Wagner, who were tied for third place.

New Built-Up Roofs

Bill Heine sent in for material for two jobs in Rockford, Illinois, one of 300 squares on the Atwood Vacuum Company and the other of 70 squares on the Eastern Star Masonic Home. Jim Hennessy landed 140 squares on the Plymouth Canning Co. and 70 squares on the Calumet City Public School, both in Indiana. Nat Tycer covered the New Orleans Packing Company with 225 squares. While here in Chi, Jess Tuscher landed another apartment building of 170 squares and another order of 115 squares on the Belmont Commercial Building.

George McNay is now behind the wheel of one of the late Dodge Coaches.

"Louie" Freeman has located a lot of golf balls at reduced prices—no, not distances, prices.

Howard Hanna is rapidly eliminating the would-be checker champs on the Office Checker Tournament. Anyone who can trim "B. J." and "Jim" Bartlett as he did is surely "hitting on high."

We are glad to welcome Mr. K. R. Weeks into the Accounting Department of our organization.

20 Square per Day Club of Designed Roofing

It appears that membership in this club for the year will be far greater than it was last year. With the new heavier felt and finished weight, to say nothing of the freight equalization plan now in effect, 1925 should be a year of years for this product.

Dick Floyd was in Chi to our Plant for a few days this month. All comments both from the men as well as the ladies were that it was wonderful how Dick kept his "slender lines." Did you ever play Squash?—that's the answer says Dick.

Mr. and Mrs. H. E. Lacy of Buffalo visited the Plant while stopping over on their way to Los Angeles. Mrs. Lacy is cashier for the Tile Inlaid Roofing Company and was interested in the manufacture of our roofings. They came out to the Plant in a Yellow Taxi but, desiring to reach Los Angeles "safe and sound," they took the street car back downtown.

ELECTRIC LIGHT BULBS

During the year 1924 there were issued over 11,000 electric light bulbs which cost $3,500.00. This means that we used over three dozen bulbs costing $11.50 every working day. If by concerted efforts we can clip one-third off this figure during 1925, it will mean a saving of practically $100 a month. Worth while, isn't it?

Card of Thanks

We wish to extend our sincere thanks to our friends and fellow workers for the beautiful flowers and expressions of sympathy in our recent bereavement.

F. B. Duncan and family.

FLOOR COVERING PLANT

Norwood

That all Fords are cute we will admit; that they are sometimes tricky we must; but what do you think?

We saw Jack Alcott's famous "boiler" running out of the yard on its hind legs the other morning.

Contractors are busy making the dirt fly, preparatory to laying the foundation for our No. 4 print machine building. The new paint house and oil boiling plants are nearing completion. Soon the Floor Covering plant will cover the whole map down here.

We are favored lately with a copy of Bill Wilson's bright little Chicago Weekly. Our hat is off to Bill every time. He has the right spirit and plenty of punch back of it.

Nick Benedetti is very proud of his shiny new Safety Committee button. He says it is too pretty to wear every day, so he wears it only on Sundays.

Nick is keeping his eyes open for safety, too, or he is trying hard to, in spite of the fact that he came in one morning recently with as pretty a pair of shiners as are very often seen on anybody. Nick looked like the chap who collided with his wife and mother-in-law, each armed with a rolling-pin.

Frank Reynolds has been enjoying (?) a bachelor's life for the past month. His home and life have been empty, but with the advent of spring, Mrs. Reynolds is returning, bringing with her a little daughter to make life interesting again for papa "Perc." Congratulations.

Leo Bernier has annexed and is driving an auto, called by some folks a tea-kettle. It's a Chev, pretty good looker, and it is running. What more could heart desire?

Rouillard has varied duties both here at the Floor Covering plant and in outside interests. At Bird Club entertainments, he has come into the limelight and shown his prowess as a theatrical director and stage manager. But according to recent reports, he will score his biggest success in his new role of Town Auditor for Westwood, Mass., a small town west of Norwood, and noted for its postmaster, street car service, and James Jackson. It is rumored that this is a start in a political venture; and who can tell where it will stop? The vote cast shows that he was undoubtedly the popular choice of that thriving community.

Jack Alcott, of the artistic temperament, is much in the limelight lately. He recently put in two whole days working; he helps the fellows in the storeroom answer the telephone; and he is just on the qui vive for accepting congratulations. The new home will be somewhere in Norwood.

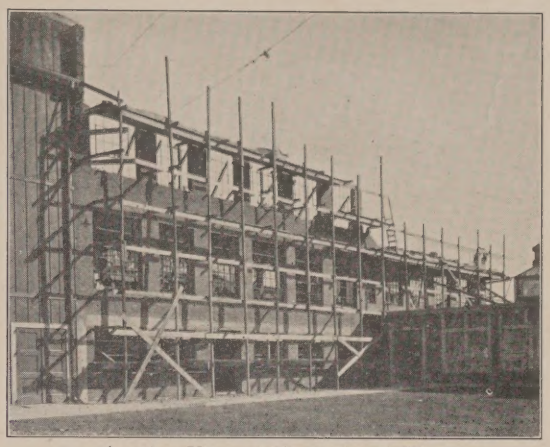
Frank Mumblow is learning English. He is taking lessons from a Norwood traffic cop. The first lesson was on the meaning of the word "stop."

Mike McColgan welcomed a stranger to his home recently. He is little, but O jiminy! He began howling for food soon after his arrival, and it looks as if he would make life interesting for Mike before the end of the story.

Fires at Main Mill

On February 25, at 2.00 p. m., fire broke out on Floor C of Finished Stock Warehouse, Building SF1. The sprinkler system gong sounded the alarm. Both the Mill and Town whistles were sounded and answered by Bird & Son Fire Brigade and Walpole Companies No. 1 and No. 2. Considerable damage was done to FX2 finished material stored in the building.

On February 27, at 6.00 p. m., fire broke out in Raw Stock Storehouse, Building SR1. Both Bird & Son and Town of Walpole fire companies fought the blaze through the extremely cold and windy night. The fire was brought under control shortly before midnight.



Another View of New Paint Building

MAIN OFFICE

It has been noticed that "Bee" Foster has taken up "Spiritualism." We wish her all kinds of luck in reaching the "dead."

We are all glad to see that Ruth Bursley has again become a "Miss" and is no longer a "bob haired" flapper.

The Cost Accounting Department wish to express their sympathy to Miss Eppich in the loss of her father who died recently.

"Joe College" has at last fallen for a "little stenog."

The Office "Sheik" has been in training recently for the second round with Dedham.

The many friends of Miss Ernestine Suereth were very much surprised recently when she disclosed the fact that on February 23 she became Mrs. Robert Campbell. The *Review* wishes her every happiness.

Don't Go To Sleep On the Job and This Won't Happen to You

"The foreman of a construction gang was walking along his section of the railway one day when he came upon one of his 'Dempsey' built laborers fast asleep in the shade of a great big oak. His face grew red with anger and we expected to witness a rude awakening. To our surprise, the foreman just looked him over, let him sleep on, and said, 'Slape on, ye idle spalpeen; slape on. So long as ye slape, ye've got a job, but when ye wake up ye're out of work'."

The Rug Border Finishing Crew with the Sun in their Eyes
Left to right: Frank Carchedi, Patsy Sansone, Pat Lydon, John Morrison, John McNulty, Austin MacAloney, James Flaherty Matthew Concannon, John Carchedi.

Chicago Floor Covering Sales Notes

The fountain o'erleaps itself—as does the Western Floor Covering Division. February, 1924, saw a new record set as far as gross sales for any one month was concerned.

The mark set that month, conservatively speaking (as well as figuratively) shone out as a star, to which a self-satisfied organization might well hitch its apple cart or what have you? At all odds, it was a nice goal. Then along came September, 1924—and September had the added inducement with it of a special five per cent allowance to dealers for advertising. Even as Hailey's comet surpasses the lesser astral bodies, so September surpassed February and a new high mark was reached. And now February, 1925, shines forth, and see—all other marks are dimmed, February, 1925, excelled all others—a new constellation.

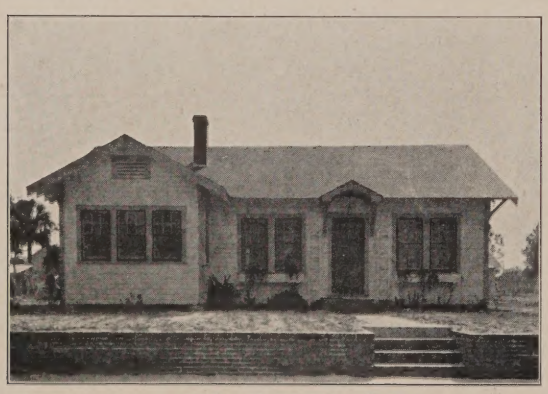
Men, we'll have to get out the long-range telescopes to locate a new one now. How about March?—that's another nice month, thirty-one days too!

New Office Layout

For the salesman who comes in to the office only periodically, we might well mention several readjustments about the place. To begin with, all the new patterns—dandy new patterns—are arrayed about the reception room as you step off the elevator. Miss Naughton (not a new pattern, but a dandy anyway) has for companions the girl and lady of the cut-out (form number 7829).

Then in the Salesmen's room there is the map of the United States which shows the population (by colored tacks) of the cities in the western division. The salesmen's territories are blocked off by means of blue twine, a button bearing the salesman's name, showing who's who in a territory. A red string indicates the region about a warehouse into which merchandise is shipped from that point. Then we have the pictures of the mill which have been framed and labeled; also the pictures of those good-looking individuals taken at the Lennox Hotel in January who sell the goods (some people think it's supposed to be a close-up of F. P. Smith—this is to set you right). W. K. Smith makes this room his lair and no doubt he received his inspiration for his sales talks to the larger Chicago buyers. Note: We have never heard him give these talks, but we have seen the results on order blanks. Next comes a change that is quite noticeable, for Mr. Westcott has had his office partitioned and the forward half is now the conference room, the second half being the workshop of the secretary, Miss Rooney. Mr. Westcott is more centrally located now in what was formerly the conference room, the smaller office in no way dampening his ardor nor curtailing the amount of memos and volume of work, but rather increasing their extent—witness the sales.

Miss Farrell is the latest addition to the Sales Service Department and Miss Dwyer is the new stenographer for the inside sales work.



The New Home of Our Florida Roofing Representative, L. P. Chittenden, in Sanford, Florida

Right now the warehouse looks almost as Lorrain, Ohio, must have looked after the cyclone, but Mr. Marshall has what is left of the stock arranged in ship-shape fashion—even the animals on No. 810 appear ready for parade at any time. (Note: Will some salesman please suggest a nice place for them to parade?)

Mr. McKone of central Michigan territory appeared in the office a while ago with a deep-rooted smile. "It's a girl," he says.

Tyson, Northwestern District Manager, spent two days in the office, March 12th and 13th, proving that this Friday the Thirteenth stuff is all humbug.

Minnesota Mud Mystery

The first warm day of Spring found Red Smith trying to defy water and wear over northern Minnesota roads in a Ford. If there had not been so much mud, or if the Ford had been a blimp, the attempt would have been successful. He intends in the future to have a caterpillar effect worked up—using a roll of No. 412 as the runway with an unwinding apparatus in front and a recoil in the rear. The question in his mind is, though, if he puts the covering right side up will he be able to get the red waxed back?—sounds reasonable.

Yessir, at odd moments the girls had a meetup all their own—if you doubt this statement you should have seen them at the "Dream Girl"—(which one is that?). But they did—every one of the office force went over to the Russian Tea Room and had luscious chicken, and then went to the show.

If the inspiration for "The Deserted Village" was Glasgow on tag day, then it's plain to be seen that Charlie Dickens was thinking of Miss Paul's desk when he wrote "The Old Curiosity Shop." Rumor has it that this sturdy piece was procured during the first year Bird & Son did business. Miss Paul says she knows just how many new people have come into the office because every time one comes, she has to use the antique until a new desk is procured.

The Bowling Match

Four entirely new theories of bowling were brought to light the other noon, at the south Canal Street paradise. Mrs. Sweeney is an exponent of the grunt and drop idea—Miss Mitchell believes in the closed eyes and heave, Miss Crepps is partial to the gutter ball and Miss Clancy does a neat strike in one—it's a knockout.

Every time the railroads need business—Reid takes a trip down South. Every time Reid comes back from down South the railroads have plenty of business—this time he returned he had orders for six carloads.

Mr. Jordan is now handling the territory of Tennessee, part of Mississippi and Arkansas. Mr. Jones, formerly a part-time man in Arkansas and Mr. Williamson part-time man in Tennessee, are now both devoting their full time to Roofing. Mr. Jordan has two brothers, one a district manager out of Philadelphia and the other a salesman in the Eastern Floor Covering Division.

Another angle that shows just how much the Western Division has grown—a year ago Miss Moe used to read every letter that came into the office thoroughly and answer most of them. It's questionable whether she could read them all now in a day, to say nothing of answering them.

VARIETIES OF JOHN SMITH

In Latin John Smith became Johannes Smithus; in Italian he is known as Giovanni Smithi; in French he becomes Jean Smeet; the Russians call him Jonloff Smittonski; the Poles know him as Ivan Smittiweiski; the Welsh as Jihon Schmidd; the Hollanders as Hans Schmidt; the Greeks as Ion Smikton and the Spaniards as Juan Smithus, while in Turkey he is disguised as Yoe Seef.

BIRD CLUB ACTIVITIES

AS befitting the Lenten season, the committee put on a particularly high-class entertainment in Bird Hall on the evening of Friday, March 13. Sickness overtakes professional people as well as the rest of us, and on this account the program arranged three months in advance had to be rearranged twice. As presented, the Misses Frances Foskette and Eva May Pike, known as the Musical Arts Duo, gave a generous and finished series of numbers, using piano, saxophone and voice ensemble. Mr. A. Gerhard Dehly added to the entertainment with humorous and dramatic readings of a high order. The hall was well filled.

The March members' meeting had to be postponed to accommodate the speaker for whom we were fishing. Now we are able to announce that on Friday evening, April 3, Mr. E. S. Jones, of the Boston & Maine railroad, will give a picture talk at the clubhouse on "Hunting and Fishing in the Maine Woods."

Readers are requested to note the change of date for the next popular entertainment and dance at Bird Hall, which comes on Monday evening, April 20. The committee has secured one of the most widely known and high-priced lecturers on the American platform, Mr. Carveth Wells, a Fellow of the British Royal Geographical Society, who brings us his most famous lecture, illustrated with marvelous pictures, entitled "My Six Years in the Jungles of Malay." Dancing will follow. Remember the date, Monday, April 20.

But the best announcement of all is that Mr. Wyman has promised to tell the club members the story of his recent trip to the Caribbean Sea and Panama. He has some pictures of the scenes visited, which will be shown on the screen. This meeting will be held some time in April. Particulars concerning all of these meetings will go out to members in ample time as usual.

MOVIES—BIRD HALL

The following pictures will be shown for the month of April:

Wednesday, April 1—Owen Moore and star cast in "Thundergate."

Saturday, April 4—Holbrook Blinn in "The Bad Man."

Wednesday, April 8—Patsy Ruth Miller and Dustin Farnum in "My Man."

Saturday, April 11—Rin-Tin-Tin, the Wonder Dog, in "Where the North Begins."

Wednesday, April 15—Douglas MacLean in "Never Say Die."

Saturday, April 18—All star cast in "Galloping Fish."

Wednesday, April 22—J. Warren Kerrigan, Jean Page, Charlotte Merriam and James Morrison in "Capt. Blood."

Saturday, April 25—Johnny Hines in "Little Johnny Jones."

Wednesday, April 29—Gloria Swanson in "Manhandled."

Pathe News will be shown on Wednesdays. Educational, Vitagraph and other comedies, and Burton Holmes travel pictures will be shown during the month.

THE BAILEY BIRD

Here you see a celebrity,
The king of the written word;
For no other pen can charm all men
Like that of the Bailey Bird.

His bulletin on the Neponset Twin
Is a gem unique and rare;
Few hold aloof from a brand new roof,
And the women shingle their hair.

None can avoid good old Paroid,
They buy it by the score;
And the poor old mill is feeling ill
As he cries for more and more.

The Neponset single Lock-Butt shingle
Is now his brand new pet;
And those that shriek we've reached the peak
Ain't seen nothing yet.

Our hard-earned dough we know we'll blow
When we hear that siren sing,
And we must refuse the baby shoes.
Oh! Death, where is thy sting?

—Jerry the Office Cat.

Well folks here they are again—Mike and Ike broadcasting from station S. O. S. We thought we tuned them out last month but back again they come. There is no telling what or who will be next. They are getting to be worse than static.

VETERANS' ROLL OF HONOR

WE give below a list of those whose fifth, tenth, fifteenth and twentieth anniversaries come during April, together with the names of our veterans who complete over 20 years' service.

			Yrs.
J. M. Smith	Paper Mill	Apr. 9, 1879	46
Maurice Ahearn	Retired List	Apr. 1, 1881	44
Michael Reardon	Box Shop	Apr. 4, 1894	31
Frank Fisher	Safety Inspector	Apr. 3, 1895	30
John Linnehan	Paper Mill	Apr. 7, 1897	28
George Doderer	Paper Mill	Apr. 17, 1897	28
John Hale	Paper Mill	Apr. 11, 1899	26
Edward Bonner	Paper Mill	Apr. 1, 1900	25
Kenneth McLennon	Paper Mill	Apr. 9, 1900	25
G. W. Towle, Jr.	Bldg. & Rfg. Sales	Apr. 1, 1901	24
Michael Powers	Maintenance	Apr. 5, 1901	24
Mary Sline	Retired List	Apr. 11, 1901	24
Coleman Howe	Paper Mill	Apr. 21, 1901	24
F. W. Shepard	Maintenance	Apr. 1, 1902	23
John Spillane	Paper Mill	Apr. 9, 1902	23
Patrick Connolly	Paper Mill	Apr. 19, 1902	23
Gustaf Johnson	Bldg. & Rfg.	Apr. 1, 1903	22
Patrick Hessian	Maintenance	Apr. 4, 1903	22
Halburton Dobbins	Bldg. & Rfg. Sales	Apr. 25, 1903	22
James Tweedie	Retired List	Apr. 9, 1904	21
T. R. Palmer	Canada	Apr. 18, 1915	10
John Lobisser	Maintenance	Apr. 9, 1920	5
Carlo Palazzi	Floor Covering	Apr. 12, 1920	5
John Poulousky	Paper Mill	Apr. 12, 1920	5
Frank Larrabee	Acct. Dept.	Apr. 12, 1920	5
John Wasilumas	Box Shop	Apr. 12, 1920	5
Elton Hamilton	Floor Covering	Apr. 14, 1920	5
Edw. J. Geraghty	Watchman	Apr. 14, 1920	5
J. H. McNeeley	Maintenance	Apr. 20, 1920	5
John O'Donnell	Box Shop	Apr. 22, 1920	5
J. W. O'Donnell	Paper Mill	Apr. 22, 1920	5
Robert Hood	Maintenance	Apr. 23, 1920	5

Ye Newe Seasonne Comethe

1.

Now approachethe ye seasonne when ye fancie of ye young manne lightlie turns to ye tenderre sentimente of love and when ye coye maide reciprocatethe with her weathere eye on ye maine chance.

2.

Now approachethe ye seasonne when ye cocke-robinne cockethe his eye sidewise and listenethe intentlye to heare ye sounde of ye angle worme as he poketh up his heade to ye surface of ye grounde—ye seasonne when, Bing! ye angle worme losethe his liffe, thereforre contributing to ye future activities of ye cocke-robinne aforementioned.

3.

Now approachethe ye seasonne when ye housewife tiethe a towelle arounde her headde, puttethe a looke of determination upon her face and makethe every member of her householde miserable of inconvenience while she topsy-turvies ye wholle establishmente and pokethe broome, moppe and duste ragge into all ye darksome corners.

4.

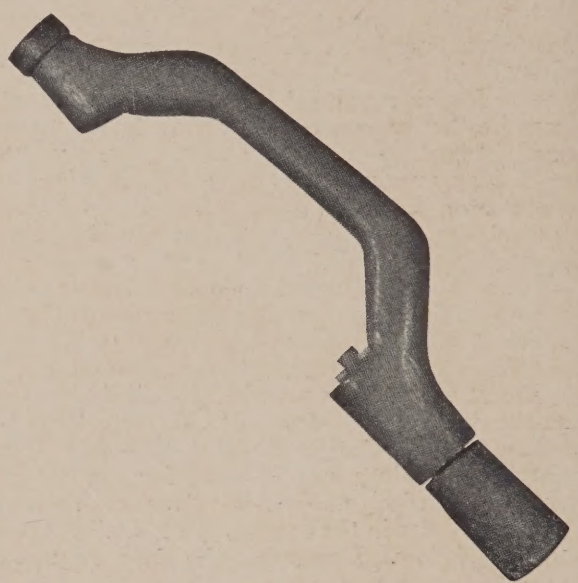
Now approachethe ye seasonne when ye gardenne-minded villager surveythe his plotte with carefulle eyes, when he investethe in ye promises of ye gaye seede catalogges, and ille reckoninge ye required grime and sweatte, giving no thought to ye hungrie bugge horde and ye persistente and pestiferous weedes, smackethe his lippes in happy anticipation of ye most succulent harvest.

H. E. R.

A CARPENTER'S BRACE OF 1795

WAY back in seventeen hundred and something, when the Bird mill was first started, the mechanics searched around for necessary supplies and stores with which to build the plant. This was long before the days of Goodall braces and other tools with which we are familiar.

It was necessary in these early days to devise and manufacture the tools used by the mechanics. Some of the oldest tools, even a great deal older than the tools used in building the first Bird Mill, were imitated in shape and style by the more modern makers of tools and instruments. One at least of the old tools appears to have been left on the job.



Our workman went into the woods, cut down the oak tree and made his brace, putting a swivel piece on the end and cutting a square hole into which he passed his bit for boring the holes in the timbers which must be pinned together. Our great regret is that we cannot find the bit in the plant. Somebody must have lost it, but the old brace will be here after many of us have passed away, due to its unique appearance and the unquestionable fact of its great age.

Note: The above is as true a story as we can get about this old brace. It has been hanging in one of the departments in the main office for the last thirty-five years and no one seems to know just who put it there. Has anyone of the old timers any information regarding it?

At present it has been placed in the Labor Bureau because "he that labors must have tools."

Fire Brigades

East Walpole—No meeting was held in March, owing to the fact that the members were doing fire duty at the time the meeting is usually called.

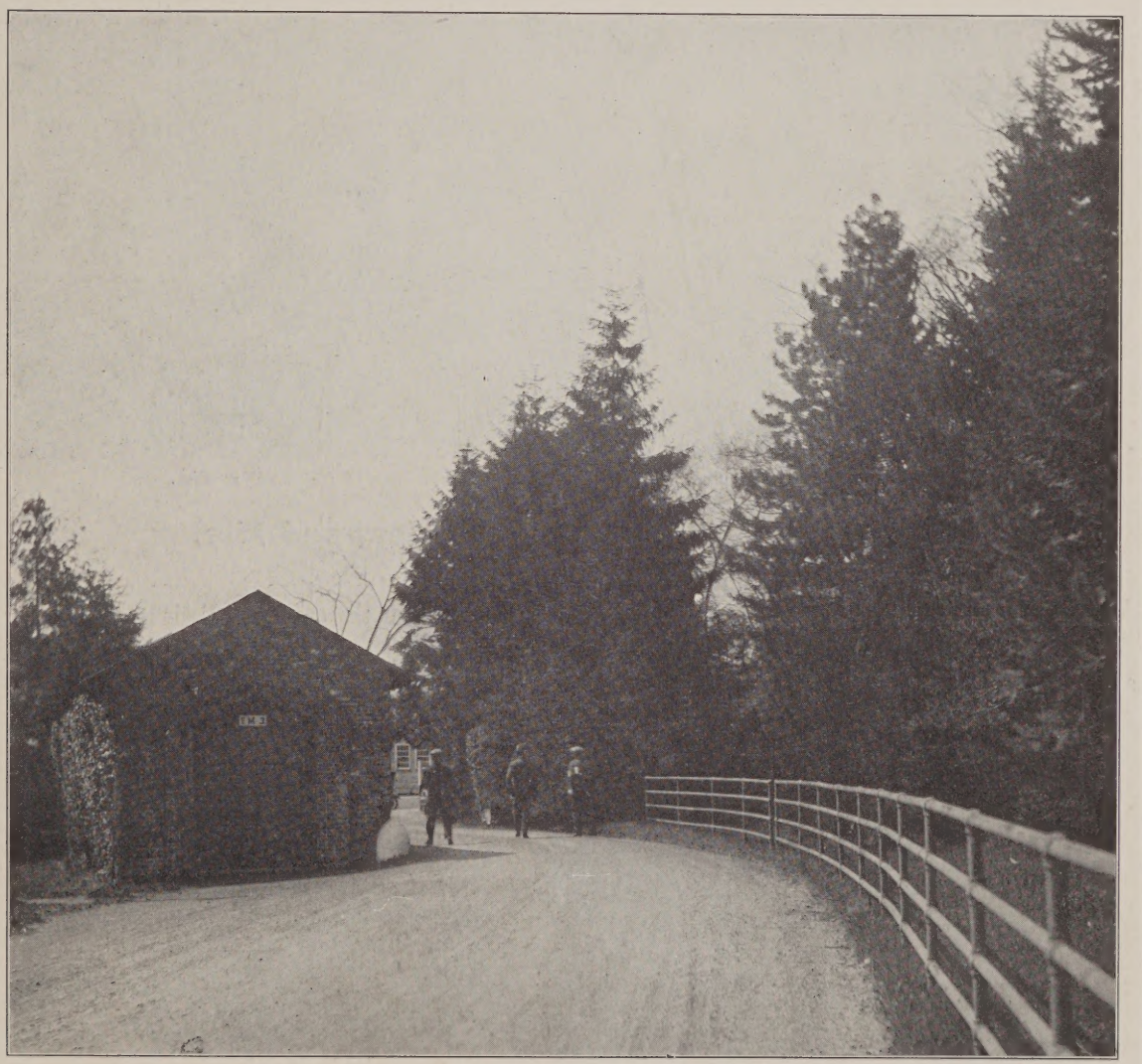
Norwood—The Building & Roofing fire brigade held its monthly fire drill on March 2, 1925. The Floor Covering fire brigade meeting was held March 3, 1925.

The men were taken through both FB and FF Plants and were shown the location of every sprinkler valve and indicator post, and what each controlled. The men were much pleased to get this opportunity.

There was a good attendance and after roll call the meeting was adjourned.

The NEPONSET REVIEW

VOL. XIII. MAY, 1925 No. 5



Bird Avenue Entrance to East Walpole Mills

The Norwood fire at its height—the flames held down by Bird's roll roofing.

Bird's Roofing Checks Norwood Fire.

WHEN fire broke out in Callahan's Furniture Store on Washington Street, Norwood, a month or so ago, owners of adjacent buildings and residents even in other parts of the town feared for the safety of their property.

Almost out. Note that the roofing is still practically undamaged

The fire was a stubborn one, and would undoubtedly have spread to no one knows what extent, but for one reason—Bird's roll roofing.

Take a look at the pictures. The large one shows the fire at its height. Notice that the roof is still intact, save for the two holes chopped by firemen to run hose through. There's plenty of fire down underneath that roof, but there isn't any getting out.

The smaller picture was taken some time later, when the flames were under control, and slowly dying out. The roof had to collapse before the fire could get out, as shown by the camera, but even then the roll roofing did nothing but tear under the terrific strain and heat.

By the next day even the wrinkles caused by the water and intense heat had smoothed themselves out, and what looked to be practically a new roof was still on the job.

New Corrugated Plant Produces 45 Carloads.

OUR corrugated plant has been in operation since February 15th and during the first two months we have produced approximately 560 tons of corrugated cases. This amounts to something over 45 carloads, and we feel is a pretty good showing for the first two months of operation of a new plant.

Our solid fibre cases are continuing to move in large volume, but we are finding that the corrugated case has opened up many new fields which were not open to the solid fibre case, such as the packing of glassware and foods preserved and packed in glass. There are also a number of other lines to which the corrugated case seems particularly well adapted.

We have made a special feature of our reenforced crease on the corrugated case. This is a 60-lb. test kraft strip applied to the board before it is creased, adding strength just where it is most needed on the horizontal flap creases. This is particularly adapted to the shipment of canned goods and to cases which are used a second time, as for shipment of loaf bread. This re-enforcement is not used on all corrugated cases, but is a very valuable feature for certain special propositions where hard usage is required of the case.

Less Wasteful Than Wood

In connection with the use of solid fibre and corrugated boxes, a recent comparison was made by the Mellon Institute at Pittsburgh in answer to a question submitted by a person particularly interested in Forest Conservation. It was asked how many solid fibre or corrugated cases could be obtained from 100,000 feet of logs as compared with the number of wooden boxes. The standard box taken for comparison was one holding 24 No. 2 cans.

Solid fibre board .080 was used as the basis of comparison. It was figured out that this quantity of logs would produce 2,970 wooden cases, and that the pulp which could have been obtained from these logs, combined with the other raw material, either waste paper or straw which is also considered a waste material, would make up 108,000 fibre or corrugated boxes. This ratio is practically 35 to 1—and is one of the most powerful arguments we have seen for the fibre or corrugated case and forest conservation.

Faith must come first. Unless you are sure that you are going to get what you want, how in the name of common sense are you going to persuade the world to give it to you? Be a great expecter and you will become a great receiver.

What we call bad luck is often the result of poor judgment.

Hospital Report Accepted.

AFTER careful investigation and consideration, the building committee for the new Norwood hospital reported recently to the trustees and the committee's report was accepted. Work on financing the project will probably start in the near future.

According to the plans as outlined by the committee, there will be nineteen private rooms in the hospital, and fifty-six ward beds. This does not include the number of cribs in the nursery, the facilities of this important department having been increased also. The present buildings will be used for administration purposes, with ample office space, waiting rooms and trustees' room on the ground floor, and nurses' living quarters on the second and third floors. The corner house and the Doctor Field house, will continue to be used as a nurses' home.

The new building, which will house the patients, will be connected with the present building by a forty-foot corridor, and will in turn support a wing slightly larger than the main building. Provision is made in these buildings for laundry and kitchen equipment, nurses' and servants' dining rooms, emergency room for accident cases, two recovery rooms, X-ray room, isolation department and a morgue, in addition to the private and ward rooms for the patients.

Diamond Four Is New Shingle.

A new Bird and Son product will soon be on the market. In fact our salesman are already taking orders for delivery as soon as we manufacture in quantity. The new-comer is a shingle, and will be known as the Diamond Four.

This shingle is being made specially to compete with the lower priced strip shingles, but are far superior in appearance.

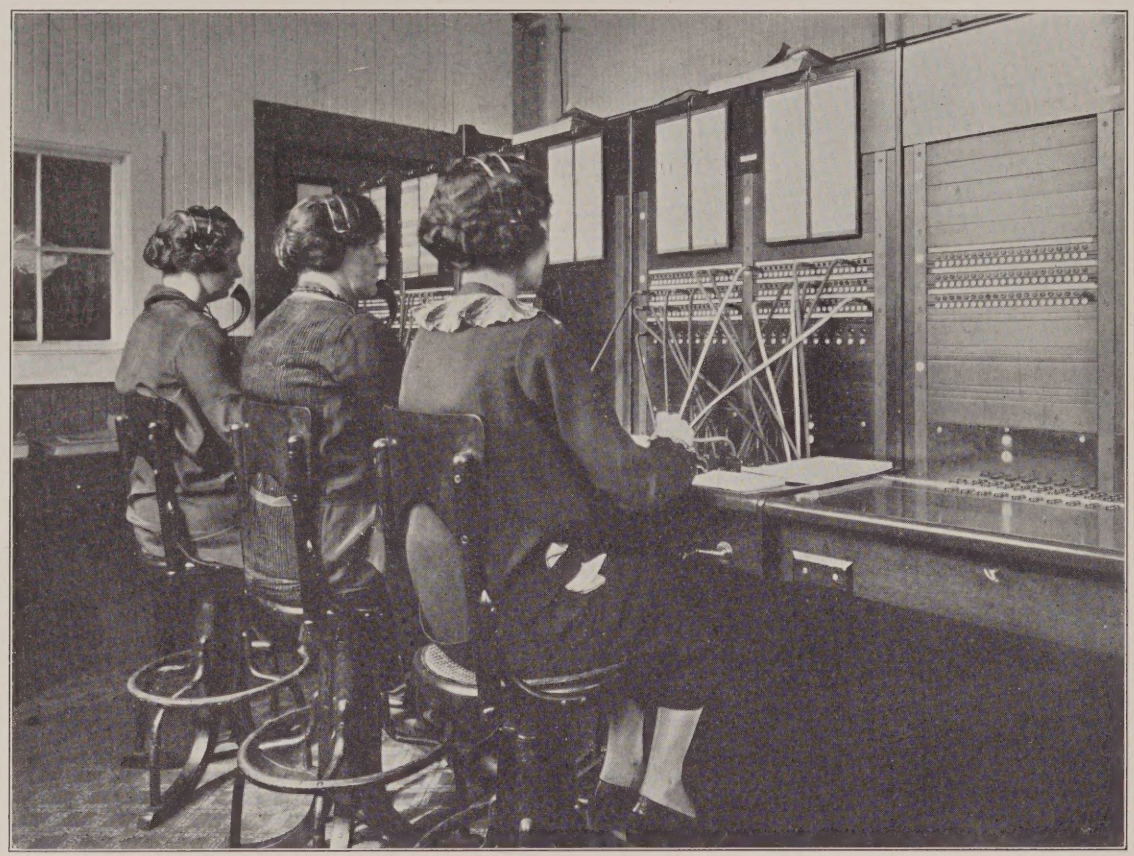
One important feature of the Diamond Four is its self-aligning feature, which should mean a considerable saving in time for the applier. These slate-surfaced shingles are made in the two popular colors, green or black, and weigh about 180 lbs. per square. The strips of 4 shingles are 40 inches long, and each shingle when laid is exposed 4 inches to the weather.

"How did you like the queer little Chinese backscratchers I gave you for Christmas, Nan?"

"My Dear! Were those back-scratchers? And here I've been making poor Peter eat his salad with them!"

Judge.

If someone has said something about us, their saying it does not make it true. Remember, every knock is a boost and it takes far more courage to stand up under adverse criticism than it does to undergo physical combat.



The new multiple switchboard in operation. From left to right the operators are Helen Salisbury, Chief Operator; Helen Ballou, and May F. Morrill.

New Switchboard Handles Ten Thousand Calls a Week.

TEN THOUSAND calls a week! No wonder we needed a new switchboard, for that's the number of calls that actually are handled from Monday to Saturday. It took some time to get the board, as the original order was put through in 1923, while installation did not begin until last fall, and was not completed until the latter part of January, 1925.

The new equipment is what the telephone company calls a three-position multiple board. Three position, of course, means that there is room for three operators. The multiple feature, which was not included in the old board, allows any operator at any position to call any station; whereas in the old board she was limited to the stations just in front of her.

To handle incoming and outgoing calls, there are 10 "trunk" lines, 6 running through Norwood, and 4 through Walpole. Inside the East Walpole and Norwood plant and offices there are 130 "stations" or individual telephones, which, in turn, are connected to 99 lines running to the board.

Looking back about 23 years or so we find that at that time there were about 7 telephones in the entire plant. A few years later a switchboard was installed, with one operator who also had charge of the front office. Later she was given a part-time assistant and in 1922 another operator was added. When the present board was finally put in order, a third was taken on.

Change Made Easily

Few people knew of the switch from the old board to the new. The hundred-odd lines were cut over without a hitch, and the operators simply moved from the old board in the main building to the new one near the entrance to No. 2 Box Shop.

The three operators who form the "outer guard" for Bird & Son are all experienced operators. Miss Helen Salisbury, the Chief Operator, has been with us since 1922, as has Miss May F. Morrill. Miss Helen Ballou, who joined the staff when the new board was put in operation, was at one time an operator for the telephone company for several years.

By far the largest number of calls are those from one department to another. A "peg count" taken during one week in April shows that of the

10,843 calls handled, more than 7,000 were local or interdepartmental. This means that Bird & Son people ask more of the operators than anyone else, and should therefore be willing to cooperate in return.

Think Before Calling

One of the commonest errors in making interdepartment calls is for the party calling to forget temporarily the name of the one he wishes to call, but he lifts the receiver just the same and says, "Huh? Oh, er-r-rr-, yes-err-rr-, let me see, oh yes, give me Mr. Jones." Meanwhile the operator waits, losing her time and yours.

While outgoing calls are the least in number, they are frequently the hardest to get. When an outside party is called, give distinctly to the operator the name of the person wanted and the place where he is located (this helps on local calls, too). It is understood, of course, that it will take time for the operator to write the information on her record and put the call through. This naturally tends for delay, and because of the constant demands on the lines the operators should not be blamed.

When answering your own telephone, do not say "Hello," but give your name. Don't shout. Speak in your natural voice, clearly and distinctly.

Visitors at Building and Roofing Plant.

DEALERS, contractors and others who are interested in Neponset products are always welcome at the plants and offices. The following guests visited our East Walpole offices and Norwood plant during the first quarter of this year:

George H. Spencer of the Spencer Roofing Company, Providence, R. I.; H. C. Crocker of Whitman; Mr. Sears of the Sears Lumber Company, Middleboro; Frank Herbeck, Athol; Mr. Hulse of the Hulse Roofing Company, Somerville; Mr. Jones of the J. W. White Company, Lewiston, Me.; M. O. Crawford of New Britain, Conn.; David Levine of the Economy Roofing Company, Brockton; Messrs. Fisher & Howard of the Suburban Roofing Co., Malden.

H. J. Stone of Shrewsbury and his outside salesman Mr. Daniels; Mr. Eldridge, architect, Hudson; Thomas H. Bassett of the Buttrick Lumber Company, Waltham, with a group of Waltham contractors and builders; George J. Letendre and C. J. Blais of J. J. Moreau & Son, Manchester, N. H.; J. J. Mahon of the J. J. Mahon Company, Pawtucket, R. I.; E. C. Leighton of Winthrop, Me.; Mr. Bannon of the Buttrick Lumber Company, Waltham; Mr. Harwood of the Applied Asphalt Shingle Co., Cambridge.

Athletics

FOLLOWING up the successful venture made last year of organizing an Industrial Twilight League in Walpole and Norwood, a new league has been organized this year, made up of eight teams instead of six as before.

Benny Murray, coach of athletics at Norwood High School, was elected president of the league, William Burke was made secretary and Mr. Hallet, treasurer.

Prospects for a good Bird & Son nine are excellent this year, with plenty of material on hand. The following men who played with Bird & Son last season are expected to turn out as soon as practice starts: Bill Murphy, fielder; Miller Higgins, pitcher and short-stop; "Matty" Mattson, catcher; "Bucky" Burke, third; "Wallie" Duncan, fielder; Miah Coughlin, first; Ralph Wilkins, Dave Bowles, Al Smith and Walt Murphy, fielders.

Among the new men expected out are: "Bullet" White, second, and Fitzgerald, pitcher and short-stop, both of whom played for Hollingsworth & Vose last year, and Ed. Hall, former Malden A. A.

There are all kinds of opportunities for any men in the plants or offices who can play any position. While veteran material is plentiful, this does not mean that any of the places are certainties. Any who are interested in coming out should see Al Smith in the Credit Union office in the Triangle building.

The schedule this year has been divided into two periods. The list for the first month is as follows:

At East Walpole: May 5, Bird & Son vs. Hollingsworth & Vose; May 8, Hollingsworth & Vose vs. Bird Machine Co.; May 12, Bird & Son vs. Winslow Bros. & Smith; May 15, Hollingsworth & Vose vs. Berwick & Smith; May 19, Hollingsworth & Vose vs. Lewis Mfg. Co.; May 22, Bird & Son vs. Plimpton Press; May 25, Hollingsworth & Vose vs. Bird & Son; May 28, Bird & Son vs. Berwick & Smith.

At Walpole: May 5, Bird Machine vs. Lewis Mfg. Co.; May 8, Lewis Mfg. Co. vs. Bird & Son; May 12, Bird Machine Co. vs. Plimpton Press; May 15, Lewis Mfg. Co. vs. E. Fleming; May 19, Bird Machine Co. vs. Bird & Son; May 22, Lewis Mfg. Co. vs. Berwick & Smith; May 25, Bird Machine Co. vs. E. Fleming; May 28, Lewis Mfg. Co. vs. Bird Machine Co.

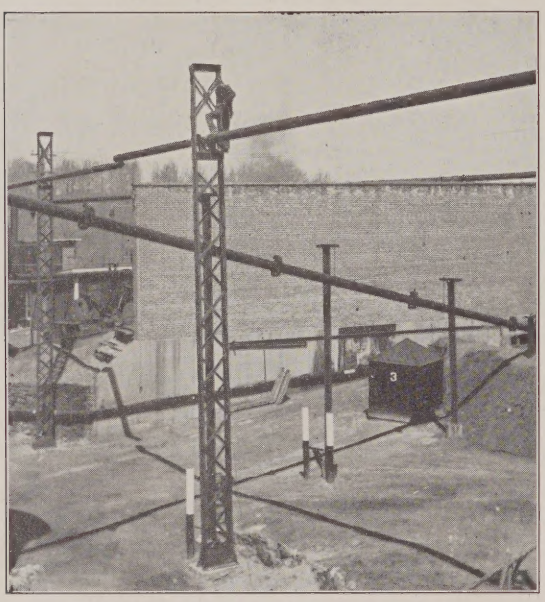
At Norwood: May 5, Plimpton Press vs. Winslow Bros. & Smith; May 6, Berwick & Smith vs. E. Fleming; May 7, Winslow Bros. & Smith vs. Berwick & Smith; May 8, E. Fleming vs. Plimpton Press; May 12, Berwick & Smith vs. Lewis Mfg. Co.; May 13, E. Fleming vs. Hollingsworth & Vose; May 14, Winslow Bros. & Smith vs. Bird Machine Co.; May 15, Plimpton Press vs. Bird & Son; May 19, Plimpton Press vs. E. Fleming; May 20, Berwick & Smith vs. Winslow Bros. & Smith; May 21, E. Fleming vs. Bird Machine Co.; May 22, Winslow Bros. & Smith vs. Hollingsworth & Vose; May 25, Winslow Bros. & Smith vs. Lewis Mfg. Co.; May 26, Berwick & Smith vs. Plimpton Press; May 27, E. Fleming vs. Winslow Bros. & Smith; May 28, Plimpton Press vs. Hollingsworth & Vose.

Games scheduled at East Walpole will be played on the Bird School playground, those at Walpole on the High School grounds and those at Norwood on the Civic Association diamond.

New Steam Line will be Longest in New England.

IF you chance to do much wandering between the main mill and FB, or ride on the train to the East Walpole station, you have probably noticed a long line of pipe meandering its way from the Main Mill boiler room to the boilers at FB. If someone hasn't already told you, it's the new steam line, that will carry enough power to serve both mills at Norwood.

So far as we know, it is the longest high pressure steam line in New England. It is 4,586 feet long, just 694 feet less than a mile. The next longest is in Pittsfield, Mass., and is 3,700 feet long.



Working on the line, where it jumps across the railroad near the FB boilers.

At the present writing the line has not been completely connected and tested, but as yet no serious difficulties or delays have been encountered, as considerable time and thought were devoted to planning for the project before work on it was actually begun.

When the line is completed and in working order, the four boilers at Norwood will be closed down for good, except when one of them is occasionally needed to burn waste. This means a concentration of steam generation and a reduction of manufacturing costs.

Bird's Paroid for Covering

Perhaps the most interesting feature of the line, to us at least, is the use of Bird's Roofing as the outer covering, over the insulation. The pipe is of eight-inch steel, and the method used in installing it an improvement over that formerly used.

Three inches of insulation. Two layers of Bird's Roofing go over this.

Economy of space and a lower cost of installation is brought about by the use of welded joints in place of expansion U bends. The heat loss along the line, it is estimated, will be only 5 per cent, which is relatively low.

There will be an initial pressure of 165 lbs. at the East Walpole end of the line, which will be reduced by means of reducing valves to 110 lbs. at the Norwood end. The pressure in the pipe will vary from 150 to 120 lbs. at these valves, before reduction. The line will be capable of withstanding a pressure of 300 lbs. and a temperature of 700 degrees.

A section of the line back of the Hermitage.

Parents are judged by their children's behavior in company.

"When a man gets perfectly contended," said Josh Billings, "he and a clam are first cousins."

Safety Banner Still Hangs in EM and ER.

NINETEEN accidents, all caused through carelessness, is the unenviable record for March. We all know, and inspections by disinterested outside parties have proved, that Bird & Son are doing everything that is humanly possible to make this a safe place to work in. And yet the accident record keeps on. Why? Well, one man during the month was absent temporarily from the drill press he was working on. Someone stopped the machine. Returning, he kicked at the starting pedal, missed it, and bruised his foot.

Another man, new on the job, wore loose clothing to work, and before he had been at work four hours, turned his back on a creasing machine. The back of his blouse was caught, he was pulled in, and then spent several days recuperating from a badly slashed back.

Maintenance and Power and Steam held the safety banner for another month, leading the list with a perfect record.

Think a minute, and you'll realize that EM and ER are places where accidents might easily happen, if carelessness were allowed to creep in. There are drills, saws and ticklish machinery of all kinds whirring and thumping all the time. But take a walk through there, and you'll see guards in place, goggles on, care being used in handling heavy machine parts. That's the answer.

Standing for March

Dept.	No. Emp.	Accidents	Days Lost	Standing
EM and ER	156	0	0	1.000
FX1 and 2	303	3	25	.920
FF	277	5	26	.888
DP	193	2	27	.885
FB	241	4	42	.845
DM, DF, DV	240	5	42	.832

The Open Window Habit

A MAN can live without food for weeks, without water for days, but for a few moments only without air. Destroy his contact with air and he dies.

There is a pressure of fourteen pounds of air to each square inch of his body. The inner air surface of man's lungs is 100 times the surface of the whole body. Along this inner surface a vital chemical process continuously taking place purifies his blood.

It is not the amount only, but the quality of the air which counts in building up health. Impure air which has already been breathed by many people naturally cannot serve the body as well as air which comes from the out-of-doors.

The Wrong Way
The Right Way
Look out for your eyes and they will look out for you
AVOID
Reading in a poor light
Reading fine print
Reading when lying down
Facing the light
Rubbing eyes with unwashed hands
Using a public towel

Respiratory diseases such as colds, influenza, tuberculosis and pneumonia develop most easily in those who do not breathe sufficient outside air.

During winter we live and work in closed rooms. Often they are poorly ventilated, but even if well ventilated, man needs the increasing vigor which comes from sleeping at night with open windows. This should be done in winter as well as in summer. Night air is not dangerous. Cold air, no matter how cold, is a tonic if the body is kept adequately warm.

We should keep our windows open, but use additional coverings as we sleep.

The man or woman who makes it an iron-clad rule never to sleep in a closed room will live longer, have a better mind and body, be happier and more free from colds, tuberculosis and other lung diseases.

Get the open window sleeping habit!

(*Philadelphia Health Council and Tuberculosis Committee.*)

Matches

At the April meeting of the Central Safety Committee, it was ruled that "strike-anywhere" matches are now prohibted from the plant. Only safety matches are to be used, and then only where permission is given for such use.

The hardest difficulty any man ever has to face is his own unruly self.

It's not the *load* that bears you down—its *how* you carry it!

The
NEPONSET REVIEW

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The *Neponset Review* will gladly publish communications, suggestions, photographs, or articles of interest to its readers.

Address all correspondence to the Editor, *Neponset Review,* East Walpole, Mass.

The sweetest success that can come to any man is that which he knows is the result of his own hard and earnest work.

—Durant.

Spring Stuff

THE traditional "flowers that bloom in the Spring" aren't going to have a thing to do with this. There are more and better poets almost anywhere else than here, who can tell us all about those flowers, and the budding trees, and the green grass and trilling birds.

Letting that pass, then, and coming closer home, but with the season still in the background, have you noticed how many "new" things there are mentioned in the *Review* this month? There's a story on the new corrugated box division, that is hitting on all twelve, and an item from DVX1 about the largest day's shipment on record.

Then there's a story on the new Diamond Four shingle, something about a new record on the Floor Covering machine, an article on the new steam line, and still another on the new multiple switchboard.

Also, there's the new buildings at FF. Probably there are more new things that we haven't noticed. But anyway, it gives us something to talk about, and the chance to make the remark that while Spring-fever may be prevalent elsewhere, there's no sign of it around here.

Whose "Hard Luck?"

A DIFFERENT, striking and thought provoking angle on safety was brought forward recently by the publishing of a few figures regarding pay envelopes. Do you know how much comes out of workers' envelopes in a single year because of accidents?

In 1923 there were 2,500,000 accidents in the United States. Get a hold on that figure, and then let us tell you that this represented 227,000,000 lost days. Staggering, is it? Just a minute, then. Figuring at the rate of $4.50 per day as the average worker's pay, this almost meant a total loss to the workers of $1,022,000,000.

Considerably over a billion dollars lost because of accidents—and something like 89 per cent of those accidents due to sheer carelessness! Who pays for that loss?

The Cost of Getting Hurt

Do the men who get hurt do all the paying? Not by a long shot. You who read this are paying every day in the year for someone else's carelessness. If the man on the next machine to you gets hurt, his losses begin right there. Then the company begins to lose. It costs money to get a new man, or a man to fill in, on that machine. It costs more money to have the machine idle. It costs money to lose the goods the injured man should be producing. There is more cost in training a new man, waiting for him to get the hang of things, and paying for spoilage while he is learning.

All this means higher production costs and that means, inevitably, small chance of a raise in wages. And in the meantime the man who was hurt is getting behind in his finances. It costs money to be sick, with everything going out, and never enough coming in. His bills begin to go unpaid—and the butcher and baker charge it off to—profit and loss, yes, but at the same time beef goes up, and you pay more for it, because the man on the next machine was careless.

Nor is that all, for what of the man's family, while the bread-earner is at home—a non-producer? The wife and children lose their comforts and even necessities are sacrificed because father is "laid up." It may even happen that the husband will be permanently disabled, cutting off all support. Whereupon the family is unable to pay the rent, and are forced to move. The landlord loses the rent. Or kind friends pay it—and they lose.

Of course, that isn't exactly how it works, for one man's losses couldn't have that much effect. Surely, but how many lost time accidents did we find out there were in a single year? Fifteen million. Fifteen million men-on-the-next-machine who cost the company money, and may cost the grocer, and the butcher, and all the others money. And who are costing YOU money.

Think these things over the next time the man on the next machine gets careless, and instead of saying, "Oh, that's his hard luck if he gets hurt," remember that it's "your hard luck" as well.

Suggestions

THE number of suggestions to be considered jumped from 64 in March to 80 in April, while the number of accepted suggestions jumped from 11 to 18. These are as follows:

Paint crane switches white — Arthur Balduf, FBE
Splicing tape in pull out winding room — Allan J. Hill, FFN
Improvement on glue pots — L. C. Hubbard, FXR
Method of adjusting arms — L. C. Hubbard, FXR
Cutting of tab on R. C. lid dies — L. C. Hubbard, FXR
Wider runners on automatic creaser — L. C. Hubbard, FXR
Shorten chains on corrugator blocks — Harold Johnson, FXG
Extend stem on sprinkler valve in SF1 — Martin King, EMP
Unwinding shaft on rug border machine — L. J. Latham, FF
Covering over auto starter in beater room — C. McLoughlin, DPB
Stands on tube machine — Basil Neville, FFF
Testing of electric drills — W. J. O'Donnell, FBSM
Handles on covers of asphalt storage tanks — M. G. Phillips, FBB
Special guard for roll on feed conveyor — W. H. Reuter, DPC
Lengthen winding arbor bearing — Patsy Sansone, FFD
Clothes line rope to pull paper at hanger — Patsy Sansone, FFD
Addition to Conveyor for twins and individual shingles — Joe Smith, FBF
Bench for pipes and rack — A. M. Taveria, DPM

A suburban housewife related overhearing this conversation between her new maid and the cook next door:

"How are you Hilda?"

"I'm well," said Hilda. "I like my job. We got cremated cellar, cementary plumbing, elastic lights, and a hoosit."

"What's a 'hoosit,' Hilda?" the puzzled cook exclaimed.

"Oh, a bell rings. You put a thing to your ear and say Hello,' and someone says 'Hello', and you say, 'Hoosit?' "

THE SHEEHAN RED BREAST

Here we have a dauntless bird,
Fearless to the core,
Who came to rest in this very nest]
A score of years or more.

He's colored red from tail to head;
And on his manly chest
A shining star is seen from far
Pinned on his little vest.

While others choke he eats up smoke,
And though the flames shoot high,
We have no fear when Mike is near,
For the blaze will quickly die.

With his lusty pack right at his back,
What chance has any fire?
When he grabs a hose and strikes a pose
The flames in haste retire.

For you and me and posterity,
He has given these words of fame:
"If you go half-way to a fire, my boys,
Go all the way just the same."

—Jerry, the Office Cat.

Well! Well! Those floor covering bad boys Mike and Ike are in again.

If it wasn't for the unfailing good nature of Mr. Sheehan, this series would end right here, but no doubt another good opportunity to sprinkle the pests with insect powder will be lost and they will be back again next month.

Notes From Plants and Offices

Paper Mills

East Walpole

We all thought Carl Schaier needed new glasses until he saw "Kid Boots," which played in Boston until a few weeks ago. But somehow or other, Carl saw all there was to see and then some. Perhaps it was because he polished the specs so frequently.

S. B. Montgomery recently attended committee meetings of the Non-Metals Committee of the American Society for Testing Materials. All those words mean that he is serving on a committee that is preparing specifications for roofing and shingles. It is the hope of this committee that these specifications will become the standard for the trade and will help greatly in the present efforts of the industry to standardize on as few grades or roofing as possible.

Welthea Smith, mill office secretary, has been out recovering from a slight operation.

Maintenance

There are those who know when they are licked, and then there are those who never seem to, but keep coming back for more. Bill Kohler, EF, and Al Kendall, FXI, think that they can bowl. "Mo" Mason and Harold Dixon think, or rather thought, otherwise. It seems that Kohler and Kendall had shown up these other two before, but the losers kept howling for another chance. They got it—in the general locality that the farmer hits when beheading a chicken. Mason and Dixon now acknowledge that as bowlers they are good surveyors. Forty-eight pins is a pretty decisive licking.

Box Shops

While the crews on No. 3 machine in FF were having their nine-hour competition, DVXI was right on the job, and about a week later shipped 238 tons in a single day. This is the highest single day's tonnage ever recorded. The nearest approach to this record was 180 tons, shipped February 6, 1925.

O. H. Goodspeed and George Towle have both bought new Studebaker Duplex-phaetons.

Katherine Brady, FXR, played the part of Alice Gleason in "The Fighting Mayor," the Walpole K. of C. show given recently.

Jim Kivlin, DMT, was an active member on the committee that made this affair so much of a success.

Also, Jim bobbed his moustache a couple of weeks ago.

Bird's Roofing Comes Through Again in Recent Fire at Onset, Mass.

Phillipsdale Notes

Our General Assembly has passed a bill which provides for a Rhode Island State Police. We don't know just what he will do but we want to warn you joy riders from Massachusetts to drive carefully and not act as if you were at home.

Our papermaker, Walter Gill, is always lucky. On the morning of April 13, the garage in which he keeps his machine took fire, but with the aid of the neighbors the machine was rescued with but slight damage. Bird's Slate Surfaced Roofing and the East Providence Fire Department made short work of the flames.

That Cleveland Coach you see around the yard belongs to John Hanley of DPM. Some speed we'll say.

Herb Black, one of our inspectors, has just returned to work after an illness of several days. We are glad to see you at work again, Herb, and hope that you will continue to improve.

A new Safety Committee was appointed this month consisting of Manuel Oliver, DPB, William H. Reuter, DPC, Frank Reed, DPH, Louis W. Doyle, DPH, John Bacci, DPL, William E. Prosser, DPG, Joseph Farrell, DPM, and Arthur Curry, DPRB. Rex Salisbury is still chairman and Lloyd E. Allen clerk. With this new committee the safety banner ought to be back here in no time.

Fergus Christie and Charles Cyranock have been appointed to serve on the Salvage Corps of the Fire Brigade. Other appointments of late have been those of A. Herbert Chamberlain and William Livingston to the House Committee. They will see that the house rules are obeyed and that the brigade room is kept in an orderly fashion all the time.

Our chief chemist is happy in the possession of a toy beater. He calls it an experimental beater, but you can't fool us. He actually thinks that it will go, too!

An interesting ceremony was performed during the lunch hour on April 23 in DPG upon the presentation of a case of silver to Mrs. Melvin Farley, formerly Miss Lillian Dufresne, in honor of her marriage to Mr. Farley of Riverside on April 8. Lillian kept her marriage a secret until a few days ago when the fact leaked out. We all extend heartiest congratulations and best wishes to Mr. and Mrs. Farley.

Roofing Mills

Norwood

Eli Chamberlain, superintendent of FB, has a new Nash sedan, painted a nice, bright baby-blue.

And Doc Watson is right behind him with a Maxwell club-sedan.

Several changes have been made in the Fire Brigade, among them the appointment of Rob Roy as assistant deputy chief, and William McLauchlan as captain. Mr. McLauchlan recently received his final citizenship papers.

Constantine Bataska has been living in his new three-family house for some time.

Howard Everett's son, Bruce, has returned from the hospital, following an attack of pneumonia.

Arthur Duncan's wife is at the hospital with injuries following an auto accident, but is expected out soon, as the injuries were not overly serious.

Willie Churchill near died of fright one noon the past month, when someone told him his house was on fire. Churchill's Ford frothed at the gills going up Vinegar hill, and come to find out the house was perfectly safe, a small forest fire having caused the scare.

Patrick Maguire is living in his new Norwood home.

We don't see much of Warren Manson, our volunteer firefighter, these days. One day he answered what seemed like a dozen alarms.

Under the direction of Capt. Dinny Driscoll, our grounds are looking spick, span and springlike.

Fred Fuller has bought a new house on Coney street, East Walpole. Ike Miller, the radio hound, lives close by, so

Fred should make a handy customer for new hook-ups.

Rob Roy is again up to his Spring sport of chasing chickens. Little fuzzy ones, of course.

Bill O'Donell, the storekeeper, is taking evening business courses in Boston.

Herbert Jepson is back following an attack of the grippe.

We are glad to welcome an old timer, Jim Belcher, who returns to our ranks after a long absence elsewhere.

Steve Conroy, inspector on No. 1 machine, has left to become night officer in the East Walpole police force.

Ruel Fulton is in the Norwood hospital for an operation.

Andrew M. Mannimon is out with a sore foot.

Edward Hiller has joined our office force.

Increased demand on the Lock-Butt machine has resulted in the starting of a night shift.

Carl Lundgren has returned after an absence due to sickness in his family.

Charlie Seavey has also come back to us and is now in charge of the production end of No. 4 machine.

After 22 years faithful service, John Eppick has left to go to New York City.

Floor Covering Plant

Norwood

Much discussion is heard concerning the possibilities of getting Rouillard's goat. He claims it has no affection for anyone save himself. But touch his apple (which he brings every day to keep the doctor away) and WOW! It's a good thing that the roof is ten feet or so from his head. Ask Ben Rogers, he knows.

George Staples says that he had a nightmare recently. The thing that bothered him most was the fact that he could not find a harness. So he came to at the end of the dream, sore at the world.

One by one, when our turn comes, they knock us down and cut us up. The latest victim is Lyman Vander Pyl of FFN. One day he was among the most chipper and the next day found him at the Norwood hospital minus his vermiform appendix. We hear that he is doing very well indeed. Cheerio, Van, ol' topper.

We extend our sympathy to Antonio Antonelli, whose baby died recently.

The wedding of Jack Alcott, CF, and Miss Marion R. Kendrick took place at the West Roxbury Congregational Church Monday evening, April 13.

Among the ushers at the ceremony were Harold Doherty, CX, Sydner Taylor FF, and Leon Wilson, FF. The best man, Roger Alcott, one time worked in FF.

Mr. and Mrs. Alcott are now at home at 16 Maple Street, Norwood.

Chicago

"Tornadoes from the Windi-Citi"

We are glad to report several more "non-stop" runs on the machines since the last issue. Incidentally DP felt has played a "strong" part in these runs. (Tom Henderson please note, and we mean it).

With both machines in operation everybody is happy and, too, we just feel we will continue on this basis until fall and not have to curtail as last year.

H. M. Clark, one of our Iowa salesmen, came in from Oskaloosa, Iowa, with our dealer there, Mr. C. H. Graham of the Hamilton Hardware Company.

Mr. Hudson of the Hudson-Houston Company of Ardmore, Oklahoma, was a visitor last week too.

With C. P. Conger back on the "job" and Joe Miller about ready to step out once more, our "hospital" list is over.

Our Mill cat picked the First Aid Room to give birth to some kittens. "Doc" Thurston reports cat and kittens are doing fine—but he adds in the next breath that he expected to drown the whole lot soon.

We have a new tennis champ added to our list in L. J. Emmerson, our Mill Office Clerk, and another golf enthusiast in L. E. Fox of our Office Sales.

Bob Thurston's home at Midlothian, Illinois. Bob had a good deal to do with the building, including the Neponset roof.

Built-Up Roof Jobs

Harry Prinzler landed one of 1500 squares for the Muncie Malleable Iron Company of Muncie, Ind.

Dan Higgins copped one of 350 squares on the Freight Sheds of the C. M. & St. P. at Davenport, Iowa.

L. L. Williams comes to bat with a 300 square job on Grand Rapids Ice Company at Grand Rapids.

Jim Hennessey has two new jobs in Hammond, Ind., one of 70 squares on the Granger Building and another of 50 squares on the Douglass Building. And to complete his list there was one of 35 squares on the stables of the South Shore Country Club here in Chicago.

M. L. Jones also sent in one of 70 squares for C. H. Ogletree, in Stuttgart, Arkansas.

Earl Clark spent two days with Harry Prinzler at the Home Complete Show in Indianapolis. (See photo of booth there of the Vonnegut Hardware Company in which our products were displayed.)

Bill O'Connell, our former Traffic Head, and now of the Floor Covering Sales force, was in telling us of his new home. He'll now be driving a lawn mower rather than a golf ball on Saturday afternoons this summer.

E. A. Tuscher led the Easter Parade in the office on Monday with a gray-blue-green chapeau and only $2.85. He was closely followed by John Matcha with one of those new "Clay-Gray" Maxwell Street sport caps. And still they say that women only follow the new styles.

We were all glad to learn that Dan Higgins' daughter, who was ill in Janesville, is on the way to recovery.

Geo. McNay, our city salesman, landed a shingle order yesterday for 54 homes of twenty squares each, to be of our American and Double Twin Shingles.

Messrs. Swanson and Bartholomew with Mrs. Swanson were visitors to the Plant recently. These gentlemen are connected with the Rikert Lumber Company of Lansing, Mich.

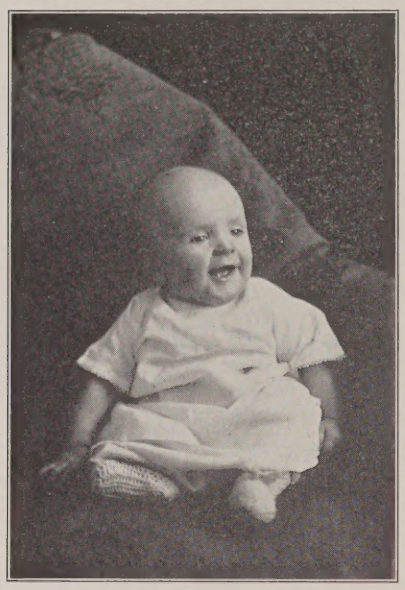
Chicago Floor Covering Sales Notes

R. W. Westcott, Western Division Manager, was home for a week in bed with a touch of the "Flu". The first few warm days of Spring succeeded in bringing him around to his feet again and we are glad to have him back at the office.

There has been an addition to the shipping end of the Sales Service Department. The new member is Melvin Kuhl, eight-pound arrival in the family of Matt Kuhl, the Advertising Shipping Clerk.

As an organization grows, the diversity of talent appears. This last month uncovered an expert cabinet maker in big Charles Kazimer Anderson. Under Mr. Marshall's superintendence it has been big Charles who has built the new bins, fixed up the trucks and is on hand at any time when any equipment, furniture and such things are broken.

The office force has been augmented by the addition of J. F. McEndy, who will handle Sales Analysis, including the salesmen's standing reports.



George Taliaferro Irvin, a Chicago product.

A Reg'lar Ford

Milton Newman has a Ford, but it has been to finishing school and is highly sophisticated. Following are a few of its accomplishments. Beginning at the radiator: bumpers, Elk's insignia on radiator, special motor meter, Delco lighting system, El Camino head lights, Stromberg carbureter, another Elk's insignia on the windshield, Fyrack spotlight. And you ought to see the dash-board—it has an electric cigar lighter, ash tray, speedometer, special floor mat, rubber pedals on gear shifts, rack for holding advertising, both inside and out, Alemite grease cups all the way around, and a little flower rack with a bunch of posies inside. Reports have it that she can knock off fifty miles an hour along the Iowa roads. The only things she lacks are hot and cold folding doors, running water and indoor beds. Maybe a Bird's roof and some Neponset Floor Covering would help out a little.

On a recent trip, in passing a cemetery with Newman, Duvall of the Sales Service Department was expressing his thoughts aloud. He read from a gravestone H-U-R-T. "Hurt," said Newman, "that's no place for a hurt man, he ought to be in a hospital, not there in the grave yard." A little farther along he noticed a station in an isolated place. A remark was made that it was rather a funny place to have a station out there in the wilderness. "Why," said Newman, "that's an easy one. The station is put out there to be near the railroad." The Ford is not the only thing sophisticated.

A Bird Neponset display at the Indianappolis Home Complete Show.

Mr. Westcott started something when he took the "Flu". Miss Clancy, Miss Rooney, Miss Crepps, Miss Mitchell, Miss Whitman and Miss Paul were out for several days, with the same affliction. All are now back well and happy.

New steel plates have been put on the warehouse floor which makes the thirteenth floor at 111 N. Canal Street look as nearly up-to-date as any ambitious and thriving metropolis in the country. New steel plates were found necessary because in rush times a heavy truck loaded with 8/4 proved rather disastrous to the wooden floor.

These "Unique" Towns

With a desire to thoroughly cover his territory, Mr. A. J. Haberstroh says he runs into many unique towns. He says that in this sense the word "unique" has its origin in the Latin "unus" meaning "one" and "equus" meaning "horse."

Very often we see the vestiges of the old style business combination, Furniture Dealer and Undertaker. Mr. C. F. Johnson of Sheffield, Illinois runs such a business. He says a short time ago he was called to the telephone to listen to a very excited voice. So alarmed was that individual that he could make out very little of what he said, but managed to find out the person's address. Upon arriving at the house an excited youth met him at the gate and said that the doctor had been there just a short while before and that his father had seemed to be getting a great deal better, but just as soon as the doctor left the father got another stroke of "apology."

Now that the vacations are beginning to loom up in the near future, Miss Naughton, who operates the switchboard and sits out in the front office, intends to take one of her vacation days and come back in the main office and become acquainted.

W. J. O'Connell, Chicago salesman, L. F. Freeman, auditor, and R. W. Westcott are all located in new homes this spring. Here's a chance to demonstrate "a rug for every room in the house."

Pont Rouge

No notes were received from Pont Rouge this month.

Hamilton

Rhoda Patterson, better known by us all as "Pat," has left us for a brand new husband and is making her home in Detroit.

Sam Bailey hasn't left us, of course, but just slipped over to Chicago on a honeymoon a couple of weeks ago.

We were glad to have Mr. F. H. Hird, manager of Chicago Office, spend a couple of days with us early in the month.

Excitement reigned last week when mischievous children started the dry grass burning in the vacant lot adjoining Bird & Son's property, but only for a few minutes, as Bird's Fire Brigate proved themselves efficient and "beat the city reels to it," so to speak, in stopping the fire that would liked to have swept our office building.

The mischief makers decided to make a day of it and the city reels were in this vicinity three times that day and each time our little force proved capable.

Main Office

F. A. Johnson, always a welcome visitor around the first and middle of each month, moved to East Walpole over the holiday. He and his family are now living at 297 Pleasant Street.

The engagement of "Parky" Rogers and Marie Curran of East Walpole was recently announced.

Bertha Chessman, secretary to A. H. Anderson, is confined to her home with water on the knee. We hope for her quick recovery.

Susan Baker, who had not been with us for a number of years, is filling Miss Chessman's place temporarily.

J. W. Kelly, Floor Covering Sales, has bought a Ford Tudor sedan.

Eben Johnson, Cost Accounting, is driving a new Ford roadster.

Eugene Sawyer, Floor Covering Sales Manager, has a new Hudson coach.

And another is John Dolan, CX, who has purchased a Buick coupe.

J. I. Groome, CF, has bought a Dodge coupe.

Just to vary it a bit, we'll say that a new Buick coach is being driven by Roy M. Springer of Stores and Cost Accounting.

J. H. Field, Jr., has joined CE as a sales correspondent.

Miss Helen Salisbury, Chief Operator on our new switchboard, drew the "on duty" assignment for the Monday holiday, and spent a strenuous session handling eight calls during the entire day.

Allan H. Russell of the Purchasing department has a new Studebaker Sedan.

By the time this is published, Ralph Nutter will probably have moved into his new home on Christian hill, Norwood. Yes, Neponset Twins are on the roof.

We've said a great deal about new cars so far, but all you have to do is just mention a RIDE in a Cadillac phaeton-limousine-sedan-coupe to Miss Poff, also of the Purchasing department. Never mind why, just mention it, that's all.

And while we're still on the subject of cars, and still in the Purchasing department, here's a tip on how to run a Ford truck, coming direct from M. J. Hawkins. Seems that Mr. Hawkins borrowed a flivver truck to move some ashes recently and, as might be expected, the truck balked along the way. Whereupon he allowed that it was probably the spark plugs, and proceeded to test them. Now, most people would use a small insulated screw driver, but not Hawkins. He uses, and maintains that he's right, a three-foot Stillson wrench. The truck is still recuperating.

L. K. Giberson, CE, has a new Hudson coach.

Catharine Mahoney of the Service department is now home from the hospital, convalescing from an attack of scarlet fever. We hope to see her in the office again soon.

Nellie Patinsky has been transferred from the Service department to CX.

Robert Abbott heads the CX Spring car list with a snappy Junior-Lincoln.

"Pres." Leavitt, prominent Brockton Rotarian, is now rotating in a Chrysler.

William H. Lennergran, CX representative in western Massachusetts, will soon be calling on the trade in a new Henrietta.

Dick Floyd, CA, has been named one of the two I. C. Four A representatives on the American Olympic Association, American Olympic Committee, and Amateur Athletic Union board of governors. In the holiday marathon, while all the other officials were touring the course in Packards, Cadillacs and the like, Dick, who was manager of the course, stood out prominently on the front seat of a small-sized flivver.

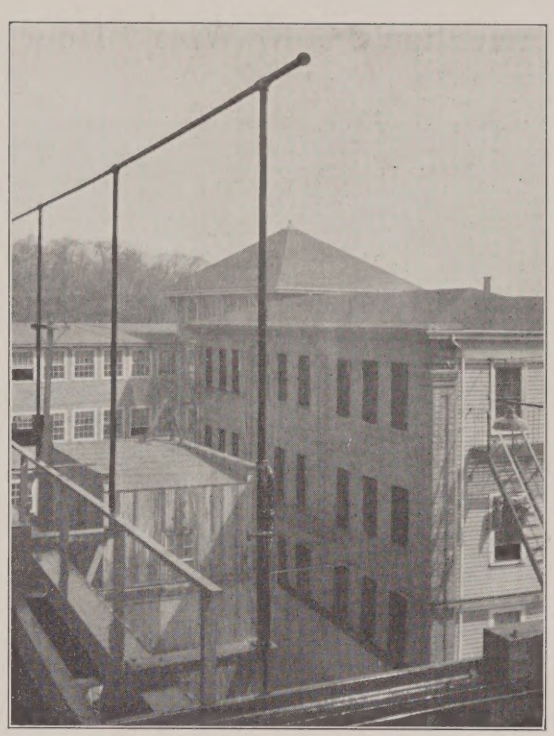
Mary Graney, Rita White, Florence Duncan, Gladys Duncan, Walter E. Dolan and M. J. Hawkins all took part in the recent K. of C. show in Walpole.

F. A. McDonald and E. F. Murphy, both of CE, have purchased Nash Six coaches.

For Sale

Pansy plants. Choice mixed colors, good variety in bud and bloom. Price 25 and 35 cents a dozen. Please place order early.

Wm. J. Colmer, FFQ.



Ever notice it? It's the water screen that keeps the coal dust from coming in the back windows of the main office.

Fire Brigades

East Walpole—The regular meeting was held on Monday, April 6. Roll was called at 4.45 p. m. Fifty-one were present and two absent.

Assistant Chief Smith gave a short talk on cleaning up hydrant houses, laying out and reeling hose. He also stated that coats, boots and hats must be returned to the Brigade Room by the firemen after using.

Following this, the entire Brigade made a tour of the Mill Yard so that the men might familiarize themselves with the location of all the outside shut-offs controlling the sprinkler systems.

The meeting adjourned at 6 o'clock.

Norwood—The regular drill of the Building and Roofing Brigade was held on April 6.

The time was spent giving instructions regarding watch duty and smoking. The importance of every man responding to fire alarms was pointed out and the necessity of every man reporting on his watch when his turn comes was emphasized.

After this the men were told that there was a supposed fire in No. 1 Saturator Pan, and all the men were told to lay the hose and get out the hose-reel and chemicals without any instructions, in order to see how they would do the work. Everything worked out satisfactorily.

The regular drill of the Floor Covering Brigade was held on April 7.

The time there also was spent in giving instructions regarding watch duty and smoking, and of the men reporting for watch duty when their turn comes. After these instructions the men practised on coupling and uncoupling hose.

There was a good attendance.

Seest thou a man diligent in his business? He shall stand before kings.—Solomon.

In every work that he began—he did it with all his heart and prospered.—2 Chron. xxxi 21.

Hamilton's Crew Wins 9 Hour Competition

The winning gang. Back row left to right: Myron Young, Holton McLean, Joe Long, James Alsop, Ben Sodergren. Center row: Edwin Johnson, Mark Bonaventura, Abe Abromwitz, Sam McLeod, Elton Hamilton. Front row: Howard Hayes, Andrew Center.

A RECORD for other machines and departments to shoot at was made during the month on No. 3 Floor Covering print machine. Two crews, one under the direction of Stuart Nickerson and the other in charge of Elton Hamilton, competed on a nine-hour run for each crew. Hamilton's crew was the winner.

Although the pattern used was one of the best-running, the record is none the less praiseworthy. It was ruled that the deciding factors were to be amount produced, quality, and oven space used.

The maximum production that the machine is capable of turning out in the time set, is 25,920 square yards, and the actual production came within 350 square yards of reaching that mark.

Hamilton's production was 12,919 square yards, defects 252 square yards, giving him a percentage of 98.6. The average length of sheets was 179.4 linear feet as against 185 feet actual length of ovens.

Nickerson's crew reached 12,651 square yards, with defects amounting to 370½ square yards, a percentage of 97.7. The average length of sheet on their run was 178.2 linear feet as against 185 feet length of ovens.

Hamilton also led on a cost basis.

Perhaps the most striking figure of all is the small total of time lost during the run. Sixteen minutes in 18 hours, less than a minute an hour, represents the total "down" time for this record run.

The members of Hamilton's crew are shown in the picture. Those working with Nickerson included the following: Dave McDonald, Tony Delgrosse, Raymond Boyden, John Draper, Mike Penette, Sam Steele, Kirke Pond, Henry Stone and Dan McLeod.

Library

WITH the approach of Spring there comes to most of us a desire to get out beyond the limit of our daily routine of life to some hitherto unexplored region or to our old familiar haunts. When this diversion is not possible, a course is open to us all—travel by means of books and without the discomforts, weariness and expense which attend it. The remark of Touchstone in "As You Like It" comes to us; "When I was at home, I was in a better place; but travelers must be content."

If our imagination is active, a great deal of pleasure and knowledge may be acquired from the endless number of good books of travel, both old and new. They help us to anticipate the delights of exploring from little daily journeys to those most remote lands.

Even in our Library we have a considerable number of books of travel touching all points of the globe. Among the newer ones are: "The River of the Seven Stars" in which the author, A. O. Friel, chronicles his adventures on his journey up the Orinoco River in search of the White Indian race.

"The Spell of the Hawaiian Islands," and "The Philippines" by Isabel Anderson, an interesting account of the history and political conditions as well as the scenery and customs of the people in our newer possessions.

In "Four Months Afoot in Spain" by Harry Franck, a most delightful account is given by the author whose method of travel gave him such an opportunity to become familiar with the life in the outlying districts.

Two good sea stories are "Bon Adventure" by Edward Blunden, in which he takes us on a voyage up the River Platte, and "Blue Waters" by A. S. Hildebrand, being an account of a yachtsman's tour starting from the River Clyde through the Mediterranean waters.

For those to whom Western life appeals rather than these far-off lands, "Fifty Years on the Old Frontier," James H. Cook's experiences from cowboy to ranchman, will prove of interest. It aims to give us a true idea of the pioneers of the West, the courage, uprightness and physical strength that was required to accomplish their part in the development of this vast territory.

Some New Stories of Interest:

Lady of Pentlands—Jordan.
Little French Girl—Sedgewick.
Parson's Progress—Mackenzie.
Priceless Pearl—Miller.
White Monkey—Galsworthy.
Room with a View—Forster.
Blind Raftrey—Byrne.
Eagle Wing—Bower.
Pink Sugar—Douglas.
Mistress Wilding—Sabatini.
Desert Brew—Bower.
Wild Horses—Knibbs.
Silver Moon—Abbott.

Bird Club Activities

ONE of our most thoroughly enjoyable gatherings was held at the Clubhouse Friday evening, April 3. There were about fifty men present. The entertainment was a delightfully informal talk by Mr. Eugene Stanwood Jones of the B. & M. R. R. on "Hunting and Fishing in the Maine Woods." He illustrated his story with both still and moving pictures. For an hour and a half we smelled rivers, saw sunsets, caught and ate fish with Mr. Jones and his companions.

We hope that this entertainment may be put on in Bird Hall some evening, for we are sure that a hall-full of ladies and young folks would enjoy it as thoroughly as we fifty men did.

After the entertainment, the club steward served a buffet lunch and cigars, so that every man of us went home happy and satisfied with himself and all the world.

On Monday evening, April 20, we put on one of the most interesting entertainments that has been showing all over the country during the past year. Mr. Carveth Wells, F. R. G. S., has an international reputation as both an engineer and an entertainer. But he was greeted by a pitifully small audience. In fact, he began his prologue thus: "Ladies and gentlemen and seats—" Those people who did not attend may congratulate themselves that they missed what really exclusive folk in all our large cities have been paying high prices to see and hear. The committee takes great satisfaction in having had the opportunity to present such a feature, and the few who attended were very happily entertained, amused and informed. Dancing followed with good music from Parky Rogers and his best boys, and plenty of room on the floor.

The next, and last, popular entertainment and dance of the season will be held Friday evening, May 8, in Bird Hall. On May 15, at the Clubhouse, Mr. George R. Wyman will give a talk to the members on his last "Trip to the Tropics and the Caribbean Sea."

Particular announcements of these forthcoming activities will be sent out in duetime.

Three Guesses—Who am I?

I am all powerful!
I am penetrating!
YEA! I am far reaching and am known from one end of East Walpole to the other.
I admit that I have an unsettling influence over some, while to others, I am as stimulating as strong drink.
BY some I am feared—
BUT
BY MOST EVERYBODY I AM CUSSED!
WHO am I?
I am the RAG BOILER WATER BLUES!

H. L. B.

Learn how to handle detail; then learn how to get rid of it.

—— Harley F. Nobles ——

HARLEY F. NOBLES, for 14 years a loyal worker for Bird & Son, died in Sidney, Australia, April 9. The cablegram telling of his death gave no details of sickness, nor did we know that he had been sick.

Nobles first entered the employ of Bird and Son, Limited, in Hamilton, Ontario, in 1911, and acted in the capacity of a salesman. His selling ability was of a sufficiently high order for us to decide to send him to Australia and New Zealand. Accordingly, early in 1914, he became connected with Bird and Son at East Walpole, and then went out to these island countries to sell Roofings, Wall Board, etc.

A few years ago he took up the sale of Floor Coverings as well as Roofings. He returned several times for brief visits to this country.

THE HOUSE WITH NOBODY IN IT

Whenever I walk to Suffern along the Erie track,
I go by a poor old farmhouse with its shingles broken and black.
I suppose I've passed it a hundred times, but I always stop for a minute
And look at the house, the tragic house, the house with nobody in it.
I never have seen a haunted house, but I hear there are such things;
That they hold the talk of spirits, their mirth and sorrowings.
I know this house isn't haunted, and I wish it were, I do;
For it wouldn't be so lonesome if it had a ghost or two.
This house on the road to Suffern needs a dozen panes of glass,
And somebody ought to weed the walk and take a scythe to the grass.
It needs new paint and shingles, and the vines should be trimmed and tied;
But what it needs the most of all is some people living inside.
If I had a lot of money and all my debts were paid,
I'd put a gang of men to work with brush and saw and spade;
I'd buy the place and fix it up the way it used to be,
And I'd find some people who wanted a home and give it to them free.
Now, a new house standing empty, with staring windows and door,
Looks idle, perhaps, and foolish, like a hat on its block in the store.
But there's nothing mournful about it; it can not be sad and lone,
For the lack of something within it that it has never known.
But a house that has done what a house should do, a house that has sheltered life,
That has put its loving wooden arms around a man and his wife,
A house that has echoed a baby's laugh and held up its stumbling feet,
Is the saddest, when it's left alone, that ever your eyes could meet.
So whenever I go to Suffern along the Erie track,
I never go by the empty house without stopping and looking back;
Yet it hurts me to look at the crumbling roof and the shutters fallen apart,
For I can't help thinking the poor old house is a house with a broken heart.

—Joyce Kilmer.

A trainload of paper machinery ready for New Jersey.

Bird Machine Sends Trainload to N. J.

WITHIN the month the Bird Machine Company shipped from their plant at South Walpole an entire trainload of paper machines. There were eleven machines in all—seven No. 2 Bird Screens, and four No. 5 Bird Save-Alls.

This machinery is to be used with a new machine making container board which is now being installed at the Kieckhefer Container Company, Delair, N. J. This paper machine will be equipped with Bird Self-Cleaning Shower Pipes and the press felts will be equipped with Vickery Felt Conditioners.

Or Bird and Son?

Now baseball fans, lets have some fun,
Put on your sporting clothes,
And see the game between Bird & Son
And Hollingsworth & Vose.

Then go and see the Bird Machine,
Some ball team I'll confess,
But they will have to use their bean
To beat the Plimpton Press.

E. Fleming's team they say is fast,
Star players for a surety,
And they will go some to get past
The fast plays ot the "Curity."

Smith is a good name for baseball,
And that sure is no myth,
But will Berwick & Smith be winners this fall
Or Winslow Bros. & Smith?

BASEBALL FAN.

Let everyone remember that he who violates the laws of the Land, tramples and tears asunder the Charter of his own and his children's Liberty.

—Lincoln.

Veterans' Roll Of Honor

WE give below a list of those whose fifth, tenth, fifteenth and twentieth anniversaries come during May, together with the names of our veterans who complete over 20 years' service.

			Yrs.
John H. Smith	Maintenance	May 14, 1878	47
Fannie Murphy	Box Shop	May 1, 1886	39
Dennis Cullinane	Maintenance	May 14, 1890	35
Annette Blaney	Library	May 17, 1897	28
Albert Erickson	Floor Covering	May 1, 1899	26
Harry L. Tower	Box Shop	May 12, 1901	24
John Kirby	Finishing Mill	May 16, 1903	22
Matejs Minkevicis	Box Shop	May 4, 1910	15
F. H. Hird	Chicago	May 1, 1910	15
Patsy Sansone	Floor Covering	May 4, 1910	15
Axel Swanson	Maintenance	May 10, 1910	15
A. H. Brooker	Bldg. & Rfg. Sales	May 15, 1915	10
L. P. Chittenden	Bldg. & Rfg. Sales	May 1, 1920	5
Euplio Puopolo	Box Shop	May 3, 1920	5
Lawrence Howell	Chicago	May 3, 1920	5
Stephen Surpont	Floor Covering	May 7, 1920	5
Charles Riley	Phillipsdale	May 7, 1920	5
John McLennan	Power & Steam	May 10, 1920	5
John Matcha	Chicago	May 12, 1920	5
Peter Cook	Paper Mill	May 15, 1920	5
Louisa Catalina	Box Shop	May 17, 1920	5
Thomas Peatfield	Paper Mill	May 17, 1920	5
Frank Amartawicz	Floor Covering	May 19, 1920	5
Ansinni Nikituk	Box Shop	May 20, 1920	5
A. W. Mellin	Accounting	May 25, 1920	5
John Woodcar	Box Shop	May 25, 1920	5

TO OUR CONTRIBUTORS

Very often we receive items for publication in the *Review* which are unsigned and we have no knowledge of the sender. In some cases clippings are enclosed without the name of the contributor or the source of the clipping.

We will gladly publish any news item or other material that is of interest to our readers, but we must know the writer's or sender's name. The name of the contributor will not be published unless requested.

Editor.

Ambition is a curious thing. By the time we get what we want we want something else.

The NEPONSET REVIEW

FLOOR · COVERING · QUARTERLY

VOL. XIII NO. VI

JUNE 1925

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.; Phillipsdale, R. I.

Roofing Plants
Norwood, Mass.; Chicago, Ill.

Floor Covering Plant
Norwood, Mass.

Box Factories
East Walpole, Mass.

Executive Offices
East Walpole, Mass.

Branch Offices
Boston, New York, Chicago, Philadelphia, Atlanta, San Francisco, Minneapolis, Columbus and Paris, France

Warehouses
New York, Chicago, Philadelphia, Detroit, St. Paul, Atlanta, Dallas, Denver, San Francisco and Paris, France

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President, CHARLES S. BIRD
Vice-President, PHILIP R. ALLEN
Sec. and Treas., HERBERT H. MILLER

General Sales Mgr., PHILIP R. ALLEN
Asst. to Vice-Pres., RICHARD C. FLOYD

Roofing Sales Division
Manager, PHILIP H. BAILEY
Eastern Manager, WILLIAM E. HALE
Southern Manager, AUSTIN D. KILHAM

Floor Covering Sales Division
Manager, H. EUGENE SAWYER, JR.
Eastern Manager, WILLIAM B. ROGERS, JR.
Western Manager, RALPH W. WESTCOTT
Pacific Coast Mgr., L. K. SMITH

Box Sales Division
Manager, CHESTER H. ANDREWS

Special Paper Sales Division
Manager, ELMER H. BARTLETT

Western Roofing Division
Manager, FREDERICK H. HIRD
Assistant, WILLIAM W. WILSON

General Manufacturing Mgr., GEORGE R. WYMAN
Asst. Manufacturing Mgr., SPENCER B. MONTGOMERY
Purchasing and Traffic, ALLEN H. RUSSELL
Assistant, MICHAEL J. HAWKINS
Plant Engineer, CHARLES W. CONRAD
Supt. E. Walpole Plants, STEPHEN W. SMITH
Asst. Supt. Box Factories, JAMES B. MAGUIRE
Supt. Phillipsdale Plants, THOMAS G. HENDERSON
Supt. Norwood Plants, EDWIN M. LINES
Asst. Supt. Floor Covering Plant, RALPH M. WIGHT
Asst. Supt. Norwood Roofing Plant, ELI L. CHAMBERLIN
Chief Chemist, EUGENE L. CONNOLLY

Assistant to President, DONALD A. CHASE
Auditor, AXEL H. ANDERSON
Labor Bureau Manager, BENJAMIN D. ROGERS
Asst. Treasurer and Credits, DIMON G. MERRILL

The Neponset Review

Floor Covering Quarterly

Eternal Vigilance Maintains Bird Standard

Research, Testing, Designing and Constant Watch on Raw Materials Is Task of Floor Covering Laboratory

By James F. Maguire, Chief Chemist, PFL.

AWAY back in one corner of one of the big buildings at our Norwood Floor Covering Plant are three rooms which together form what is known as "PFL" or the Floor Covering "Lab." The "lab" might be called the "heart" of the plant. Its work is done quietly; it is not spectacular. Yet it is vital in its connection with the production of Floor Covering, for it is here that every shipment of raw materials is thoroughly tested, nearly every design created, tried out and approved before work can start on an inch of the finished product.

First of all comes the section of the laboratory known as the research division, a picture of which appears in the center of this page. The men in this department devote their entire time to testing all shipments of raw materials that are used in the manufacture of Floor Covering. Oils, varnishes, pigments, wax, asphalt, colors and many other things must all pass muster in the laboratory before the shipment is accepted and the materials used. Oils come from China, South America and Canada, pigments from Germany, Belgium, England and Spain, asphalt from Mexico. All these, together with the best in raw materials that this country can produce, find their way to the Bird mills to be converted into finished floor covering.

Left to right, Leander H. Hills, James Hanley, and James F. Maguire, at work in the Floor Covering Laboratory, research division

Nor does the work stop here. The laboratories are continually studying the problems of the Floor Covering industry. They are constantly striving to make better felt base. They study methods of laying, washing and caring for Floor Covering. They keep in touch with the latest scientific discoveries throughout the world and apply these discoveries wherever possible, to improve the material.

In the meantime, while this reasearch work has been going on, an artist has been at work creating the design which is to appear on the finished Rug or portion of Floor Covering. The designs are carefully worked out as to harmony of color, variety and suitability for the room in which they are to be used. A picture of the artist at work is shown on the second page of this story.

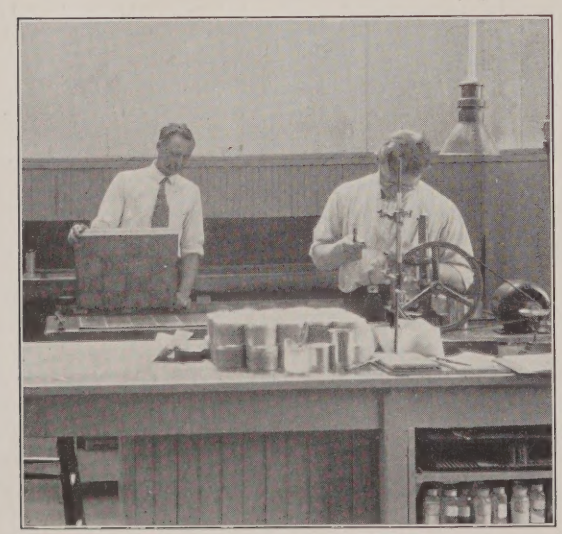
When the design is finished it is sent to the "block room" where a portion of it is carved by hand on a small wooden block. This block then comes back to the testing room of the laboratory shown on the second page. Here the design is thoroughly tried out. The colors, as indicated by the artist, are mixed in a miniature machine, and a "proof" is taken on a small portion of Floor Covering. The first proof is not always quite satisfactory as to balance of color. Here is where the real work of the testing room comes

John E. Alcott, artist, at work on a new Floor Covering design

in. Sometimes as many as 20 proofs are taken before the design is acceptable. When it is, the sample product goes to the ovens, where it is dried and baked. If it stands up under this process, through which every bit of Floor Covering must pass, it is approved, and work starts on a new Neponset design in Floor Covering, Rugs or Rug Border.

In the Bird laboratories, the pioneer work for the development of the felt base industry was carried out. Here also was developed the famous waxed back, the tough waterproof pliable felt of today, and the lustrous, tough, resistant finish of the present Neponset Floor Covering.

In substituting knowledge and "know how" for guess work, they have set up and constantly maintained the high Bird Standard and look to the future as a time for raising that standard.



In the testing "lab". Left to right Norman K. Brookes and Frank Clem

Sales Service Department Grows with Co-operation

By Charles W. Alexander, Sales Service Manager

JUST two years ago this month it was decided to start a Sales Service department and it was felt that the objects of this department should be to interest prospective buyers and to assist Bird's Neponset merchants wherever possible to secure volume sales.

Months were spent in careful field work and analysis. Sales, window displays, advertising copy, direct-by-mail letters were checked for results. Merchants were consulted in various parts of the country and a number of practical sales helps were evolved.

During the past year over 5,000 separate individual tasks were completed for those Bird's Neponset merchants who gave our Sales Service department the opportunity to co-operate.

These tasks ranged from writing copy for direct-by-mail sales letters, for newspapers, and for catalogues, to practical suggestions for departmental and window displays (that have increased sales anywhere from 100 to 500%), consumer contests, trade, city and state exhibitions, etc.

It is this type of practical sales service gathered from constant field work in all parts of the country, supervised by experienced advertising and display specialists, that has been offered free to all Bird's Neponset merchants.

Sales Service has only been possible because of the prompt and thorough co-operation of a number of departments—of the Purchasing department in securing the necessary materials, the Receiving department and Store-room, as well as the Shipping department, in properly handling the material while in our possession.

Then there is the Stenographic department which has sent out thousands of the illustrated sales letters for various merchants. This department receives these letters from the Printing department after they have imprinted the letters with the merchant's name and address or with the special copy submitted.

There is the carpenter's shop where various window display ideas are worked out and tested.

In this connection also, the Floor Covering machine shop has been of the greatest assistance in solving mechanical details.

Finally, the Traffic department has helped materially in properly routing advertising material and then following it through to its destination.

It is through such teamwork as this that the most effective help can be given to Bird's Neponset merchants all over the country.

Demand for Felt Base Still In Infancy

By H. Eugene Sawyer, Jr., Floor Covering Sales Manager.

FELT BASE FLOOR COVERING is a comparatively new product—its origin in its present form dating back to 1911. Earlier than that, however,—in 1893, to be exact—we produced a printed floor covering made on a strictly paper base. This material was printed on a rotary machine, parts of which we still have as well as samples of the material itself.

It was not until about 1911, however, that felt base was adopted. Since that date the growth of the industry has been extremely rapid,—the product meeting an immediate demand. Our own mills, as well as those of our competitors, have grown enormously until today they are several times in excess of what they were three or four years ago.

Of late there has been some speculation in the minds of the floor covering trade as to whether or not the felt base industry might be in a state of over-production. In our opinion the answer to this question depends entirely upon the period of time under discussion.

For example, if asked whether the present capacity for felt base floor covering exceeded the present immediate demand for the product (due largely to comparatively dull business) our answer would be, yes. On the other hand, if asked whether the present production of felt base floor covering exceeded the potential demand, our answer would be emphatically, no.

There is, unquestionably, a great deal more hard-surfaced floor covering per capita used in England at the present time than in this country. The American people have not as yet accepted hard-surfaced floor covering (linoleum and felt base) to the extent it has been accepted abroad. For this reason we are firm in our belief that the demand for felt base floor covering is only in its infancy, and therefore feel confident that over-production, other than for the immediate present, does not exist.

We have aimed for quality rather than quantity and have every confidence that our material is of the best. Our wide distribution includes most of the better class of stores. We hope to expand, but never to the extent of lessening the intimate relationship which now exists between our customers and ourselves.

It is our intention to make the Neponset line of floor coverings a line which can be handled profitably by all reputable merchants—a line free from bargain resale prices. This desire on our part to sell only the better class merchants may result in slower expansion, but we prefer that to the unsatisfactory conditions which usually accompany any mushroom growth, or wide-open sales policy.

Western Division Shows Rapid Growth

By Ralph W. Westcott, Western Sales Manager

IN previous special Floor Covering numbers, I have had the pleasure of making reports of the progress of the Western Floor Covering Division. These have been of a general nature, and it has occurred to me that something a little more definite would be of interest to the readers of the Neponset Review.

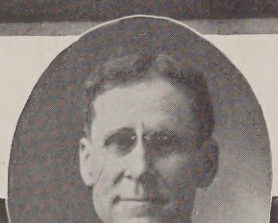
The sales are about eight times as much as they were three years ago, and the expenses are about six and one-half times as great.

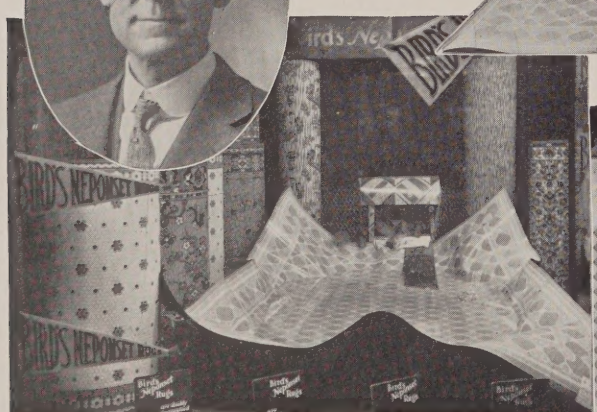
Three years ago national advertising on Neponset Floor Covering had just begun. Today it has the power of three years' cumulative prestige. In two years our expense for local advertising, including 50–50 space, dealer helps, etc., has practically quadrupled.

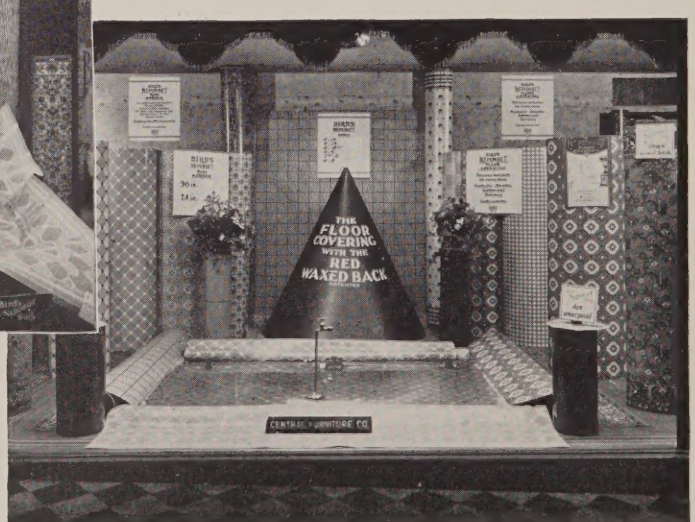
From recent figures we find that the Western Division sales on rugs alone increased so that they exceeded the total sales on all products ten months previously. 12/4 and rug border have also shown marked gains on a percentage basis. Within two years, 12/4 sales increased from zero to a figure larger than the sales of any other Floor Covering product except rugs, and is now fighting for second place with 8/4, which has been part of the Neponset Floor Covering line since our first mill was opened.

About 85% of the Western Floor Covering sales were made to department stores, furniture stores and jobbers in approximately equal proportions. Instead of a warehouse in Chicago only, we now have branch warehouses in St. Paul, Dallas, Detroit and Denver. In Chicago, the headquarters of the Western Division, about seven times as much space is devoted to the office and warehouse as was two years ago.

A new mill and increased production are promised before the first of next year. The Western Division is ready to do its share in making certain that Neponset rugs and floor covering will reach an ever-widening number of homes. We are confident that the figures for 1926 and 1927 will prove that Neponset is gaining and will continue to gain in popularity more rapidly than ever before.



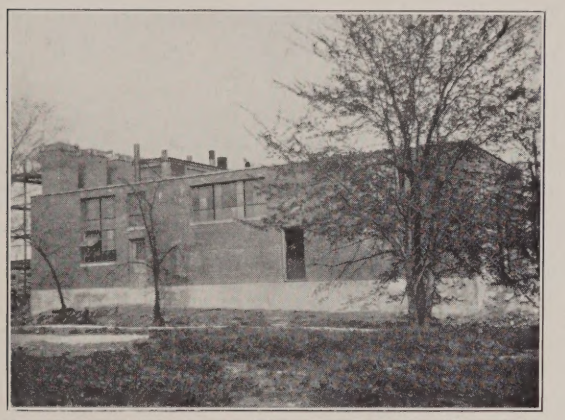




Top left, Sterchi group at Bristol store; right, Tom Jordan, Neponset salesman, and Mr. Smith, buyer for J. M. High Co., Atlanta. Center left, Brown Bros., Cleveland, Ohio; right, Swift Furniture Co., Atlanta. Mr. Swift is fourth from left. Bottom left, Carrol and Byers, Gaffney, S. C. Oval insert, George G. Byers, buyer; right, Central Furniture Co., Louisville, Ky.

Progress Is Watchword At Floor Covering Divisions

THE proverbial "oldest inhabitant" is kept decidedly on the jump these days around the Norwood plants. It's enough to keep one man busy all day long, just following up the new buildings, additions, improvements and other changes that are constantly going forward.



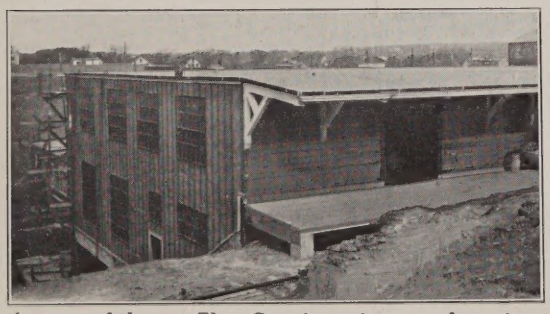
Completed addition to the FloorCovering oil-boiling plant

Probably the most interesting stunt during the month was the moving of a 25,000 gallon oil-tank from its underground resting place near the FB boilers to a spot back of the far end of the Floor Covering plant, near the Morrills station, a distance of about a half-mile. The tank is about 10 feet in diameter, 40 feet long, and weighs in the neighborhood of 16 tons when empty.

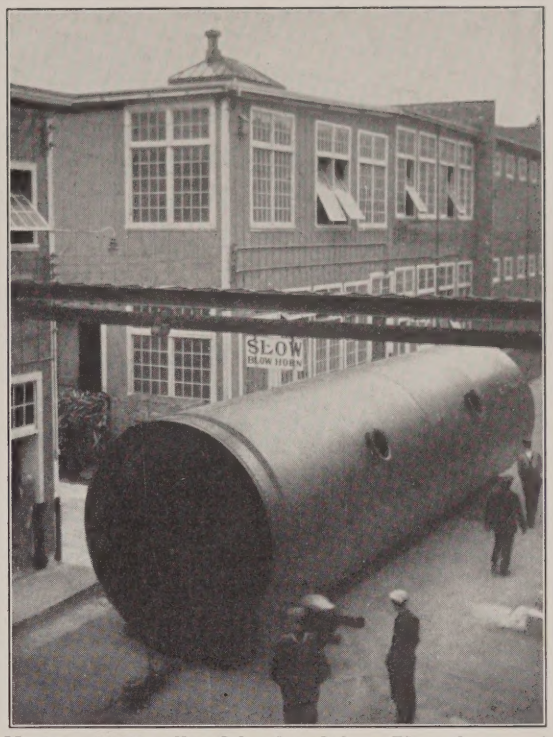
The addition to the Oil Boiling Plant has been practically completed. Fifty thousand gallons of China Wood Oil, used in the manufacture of Floor Covering, can be stored in this plant, preparatory to being made ready for use.

The Paint Manufacturing Building has been completed so far as outside construction goes. When finished, the first and second floors of the building will be devoted to the manufacture of paints used in Floor Covering, thus relieving the crowded conditions in our present paint room.

The largest job of all, the "New Unit," which, when finished, will house a new print-machine,



A corner of the new Floor Covering paint manufacturing building

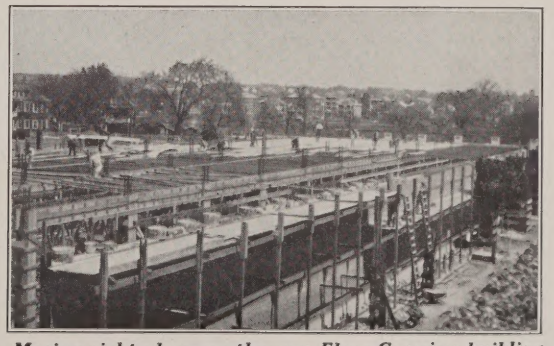


Moving a 25,000 gallon fish-oil tank from FB to the rear of FF, near the Morrills station

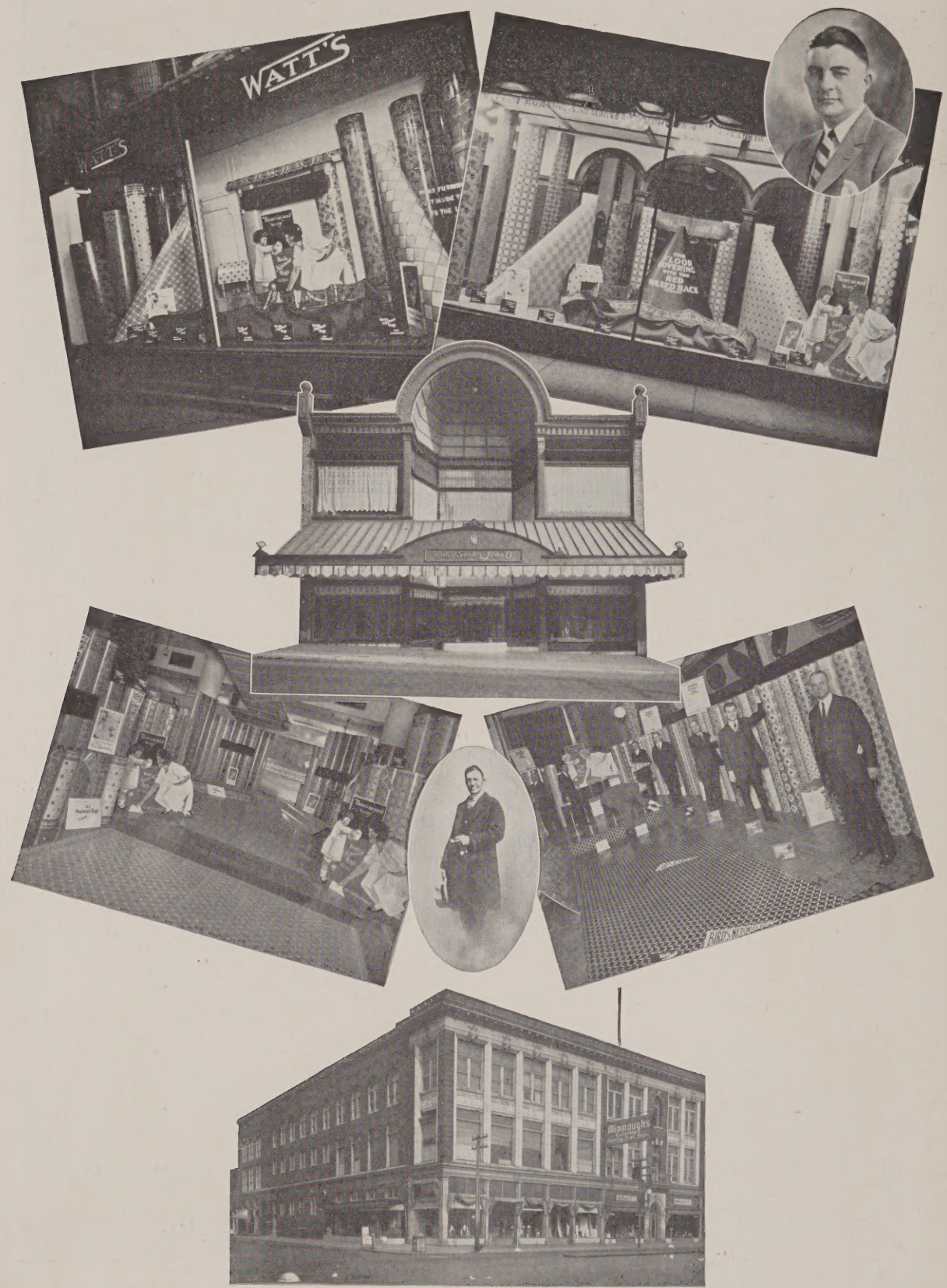
ovens, etc., is going ahead so fast that the oldest inhabitant has to make two trips a day to make sure they don't put on another floor in the meantime.

The Unit, when finished, will consist of four divisions: Printing, Ovens, Pull-Out and Finishing Room. The work will move in the opposite direction from that in the Unit that houses No. 3 machine. The printing room will be located at the Morse Street end of the Unit, the ovens will be between the printing room and the present finishing room, the pull-out room right next to the present finishing room, and the new finishing room "around a corner" on the west side of the present one.

The Unit, including the finishing room, will be over 465 feet long and 117 feet wide.



Moving right along on the new Floor Covering building which will house a new print machine and ovens



Top left, Watt, Rettew & Clay, inc., Norfolk, Va.; right, Ruth Furniture Co., Parkersburg, W. Va., oval insert, Thomas Boehm, Jr., buyer. Center, Watts-Sartor-Lear Co., Clarkburg, W. Va.; Lower left, Davis Co., Chicago, Ill., right, Brager of Baltimore, Mr. North, buyer, is on extreme right; oval insert, W. D. Owen, buyer for J. L. Minnaugh & Co. Store, Columbic, S. C. which appears at bottom of page.

Southern Division is Thriving Youngster

Atlanta Office, Five Months Young, Gets Away To Flying Start Under Capable Direction of Henry B. Hunt

ALTHOUGH it is only five months old, the Atlanta office has gotten away to a flying start—its pick-up has been remarkable. Several factors have contributed toward this end, namely the need of a distribution center in the Southeast to expedite the handling of our product in North and South Carolina, Georgia, Florida, Alabama and Tennessee; the general prosperity of this section of the country, and the capable management of Henry B. Hunt, whose intelligent effort, untiring energy and past achievements with the company made him the logical man to direct the activities of the new office located at 1318–1319 Healey Building when it was opened January 1st.

O. B. Gannaway, J. I. Groome, T. L. Jordan, T. H. Mitchell and J. M. Kellen make up the road force and, of course, Mr. Hunt spends much of his time outside of the city, with the result that the product is having excellent representation all over this section and is going stronger all the time.

Thanks to the dealers themselves, the wonderful dealer-helps issued by the factory and the exploitation assistance rendered by the salesmen, phenomenally successful sales have been conducted in practically every large city in the Southeast during the spring.

Then, of course, there is the added advantage of having a warehouse in Atlanta from which shipments can be made direct in all cases requiring prompt and immediate service. This is only one of the many ways in which we are trying to render real service.

With The Dealers

One of the first names that comes to mind, in taking sort of a Cook's tour of the dealers in the South, is that of L. A. Sterchi and the Sterchi chain of 16 stores in Southern cities. The larger stores are located as follows: Bristol, Johnson City, Chattanooga, Knoxville, Nashville, Jacksonville, Fla., Middlesboro, Kentucky, Ashville, Atlanta, Corban, Lenoir City, South Pittsburgh and Greenville.

Three firms in Atlanta which are up and coming are the Swift Furniture Co., the Rhodes-Wood Furniture Co., and the J. M. High Company. Mr. C. A. Swift is owner and buyer of the first store and Mr. Smith is buyer for the High Company.

Five pictures came in from the City of Richmond, Va., but there was only room for one, so we used that of the Philip Levy & Co. window display. Other pictures were from the Columbia Furniture Co., Ryan-Smith Furniture Co., Cohen Co., and Southern Furniture Co.

Watt-Rettew and Clay, inc., is one of the leading stores in Norfolk, Va., and has for its buyer R. Lee Craft.

In Gaffney, S. C., the firm of Carroll and Byers are among the leaders. A picture of Mr. Byers, who is the buyer for the store, together with a recent Neponset window display, are shown among the page groups.

Coming back to Atlanta for a moment, we visit the interior display of the J. B. White & Co. We were promised a picture of Mr. Sweeney, the buyer, but it hasn't arrived, and therefore, quite logically, it didn't get in.

One of the best store pictures we have is that of the J. L. Minnaugh & Co., in Columbia, S. C. A note from W. D. Owen the buyer says in part: "Have handled as much as three solid cars of Neponset in one year, with but very few complaints and we found upon investigating those that the trouble was caused by improper laying."

Another store, the cut-out front of which will strike you as you look at one of the page spreads, is the Watts-Sartor-Lear Co., in Clarksburg, W. Va. At one time Mr. Sartor, the buyer, was a prospect for all lines of felt base, but he now handles only Neponset.

George L. Jolliffe of the firm of that name in Grafton, W. Va., sends in a picture of the store together with the statement that he has had Neponset on every floor of his store for seven years, thus giving his customers a chance to see the product in use, as well as giving it a certain endorsement.

F. S. Roberts, who is the buyer for the A. W. Cox Department store in Charleston, W. Va., is one of the livest of the buyers. He also has Neponset on the store-floor—it has been down for five years and hardly shows a sign of wear. Recently a new hotel was opened in Charleston. Mr. Roberts persuaded the management to buy eight yards of Neponset, paint the price of a "special lunch" on the strip, and lay it on the sidewalk in front of the hotel. They did. It stayed there, on the busiest street in Charleston, for at least eight weeks, and was in as good condition at the end of that time as it was at first.

As an indication of the way in which the Ruth Furniture Company, Thomas Boehm, Jr., buyer, clears Neponset during a sale, the following brief memo was practically all the report they made following a special sale: "Can't give exact amount, but sold out of all sizes rugs."

A window display of the Gilmer's, inc., store in Durham, N. C., together with Mr. Barron, the buyer for the Gilmer chain, is shown among the picture groups. Other stores in the chain are as follows: High Point, Greensboro, Raleigh, Wilson, Asheville, Shelby, Statesville, Lexington and Winston-Salem, N. C.; Greenville, S. C.; Roanoke, Lynchburg and Danville, Va.

One of the most beautiful displays shown is that of the Palais Royal, Washington, D. C. Mr. Marx is the buyer for that store.

The Central Furniture Co., Louisville, Ky., was among the stores using the "faucet" window display with telling effect.

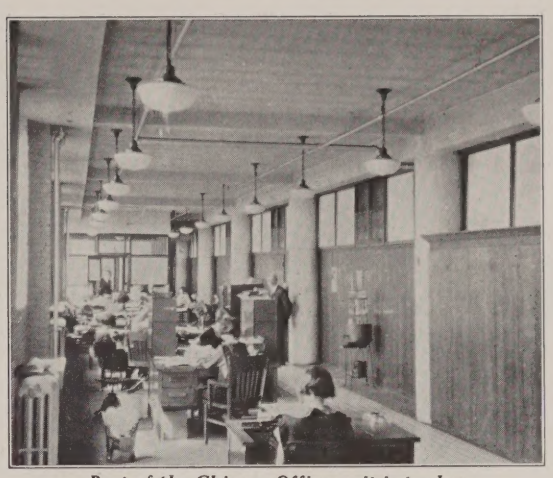
T. Dumas & Sons, Co. handle Neponset in New Orleans, and report excellent results from a recent sale.

Brager of Baltimore reports that during the annual Spring sale, over two carloads of Neponset were sold. Much credit for this is due to Milton Hartmann, the display manager.

And just for varities sake, we'll end up with the Manufacturer's Furniture Co., way out in Little Rock, Arkansas. The picture of their warehouse, with a large "Neponset" sign atop, is shown in the double-page spread.

Top left, C. F. Wing Co., New Bedford, Mass.; right, Gilmer's, inc., Durham, N. C.; oval insert, Mr. Barron, buyer for Gilmer chain. Center left, The Kirk Co., Akron, Ohio; center of page, George L. Jolliffe, Grafton, W. Va.; right, Atherton Furniture Co., Brockton, Mass. Lower left, A. W. Cox Dep't. Store, Charleston, W. Va.; oval insert, F. S. Roberts, buyer; right, L. C. Hamlin, Urbana, Ohio; above, Philip Levy Co,. Richmond, Va.

The Chicago Office as it was two years ago



Part of the Chicago Office as it is to-day

More Lights and Girls in Chicago

By W. K. Smith, Chicago District Manager

SOME idea of the growth of the office may be had from the accompanying photographs. In the first one may be seen the office as it appeared in room 1492 of the Lytton Building. The office force at this time consisted of five girls and one electric light. While in the second the great growth of lights at least is apparent. Incidentally there are thirteen girls and three men in the office outside of Mr. Westcott.

The second picture does not really show the present office as it is. In the background (which is really the front of the office) there are five partitioned offices; the first being the reception and display room, second the salesmen's room, then the conference room, Mr. Westcott's office and the secretary's office. On the other side of the partition is the 20,000 feet of warehouse space.

Chicago Notes

There are reins and reigns and rains. Mr. Spaulding hopes that whenever it rains it will pour. Here's why: Clayton Strohm of Carroll, Iowa, had been in the floor covering business for a long time but he had never sold Neponset. Iowa roads have very entwining ways when they are wet. Mr. Strohm was hub deep in the mire when a Neponset roofing salesman came along and pulled him out.

In the course of conversation which followed, the salesman introduced himself and Mr. Strohm said that while he did not handle roofing he would be glad to do anything he could for a Neponset floor covering salesman. Before the roofing salesman had a chance to get in touch with Mr. Spaulding, it happened that Mr. Spaulding dropped in Mr. Strohm's store and the result was a new account and a nice fat order.

This is why Spaulding has that disgusted look every time he hears that song, "It Ain't Going to Rain No More."

W. A. Whitmer, 668 W. 63rd Street, Chicago, reports the best Neponset year they have ever had so far. Of course, they have been pushing it a little more than before, but they attribute a lot of their increase to the consistent use of consumer letters, which they have been sending out with their statements.

The full advantages of our 50–50 advertising are becoming known slowly but surely. W. A. Wieboldt Company of Chicago have taken advantage of our policy to a small extent heretofore and have only advertised Neponset in conjunction with other merchandise.

This year, however, they opened up with a half page in the Chicago Tribune. Even though the first day of their sale proved to be a rainy one, the results were surprising, according to Mr. Ridge, who is the buyer in the Rug Department. He is now thoroughly sold on the idea of the Neponset 50–50 advertising offer and he intends using it to the fullest extent in the future.

The Blue & White Linoleum Store of Milwaukee, Wisconsin have been making wonderful strides ahead in their Neponset business. They are constant believers in advertising. They used our consumer letters with appropriate copy and had a booth at the Cooking School which was recently held under the auspices of the Milwaukee Sentinel.

Vacations come but once a year and that time now is drawing near, and it is a question of just where to go.

We haven't the authentic information yet but we imagine Miss Rooney will hop along to Crown Point. (Is that the place where they have marriage licenses?)

Miss Crepps will probably miss a few of those chicken dinners she usually has, to undergo an operation to have her tonsils removed.

Miss Naughton intends to spend her vacation horseback riding, provided she can get a horse without a braided tail.

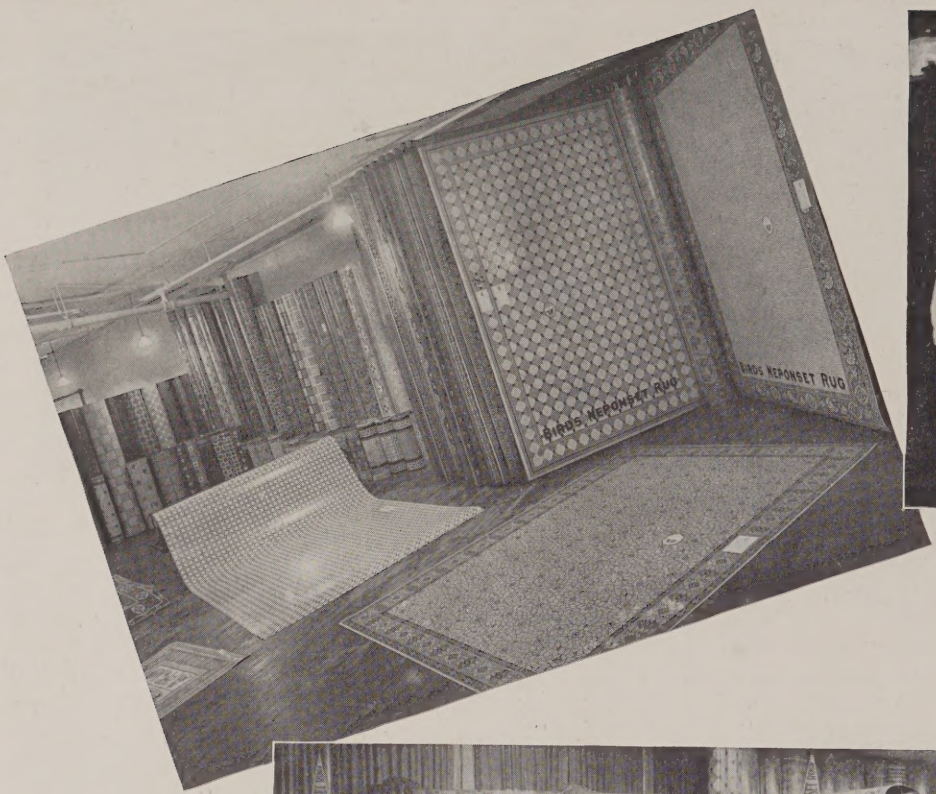
Miss Brown, incidentally, is doing statistical work. Unauthentic reports say that she will be looking around for some new numbers during her vacation.

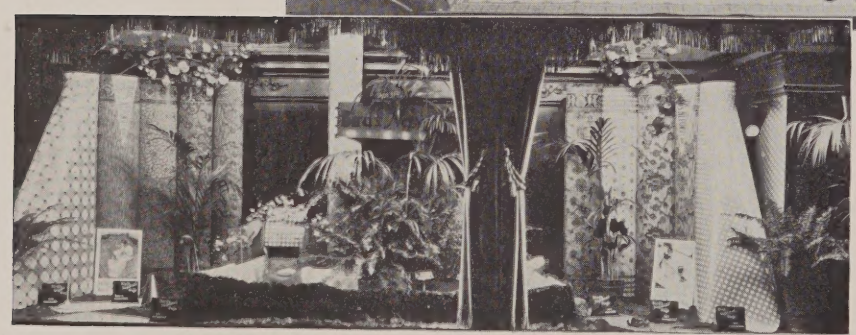
Mr. Westcott now ranks seventh in standing in the tennis tournament of the Oak Park Tennis Club. With two weeks of intensive challenges we'll bet that this is raised to a good first or second.

Inconsistency is apparent in the case of Cowboy Hagenbuckle, who has a picture of a leather pusher rodeo in action on a bucking broncho on his desk. And he is not going to have a vacation. Looks as though the wooden ponies at Riverview Park will be worked overtime.

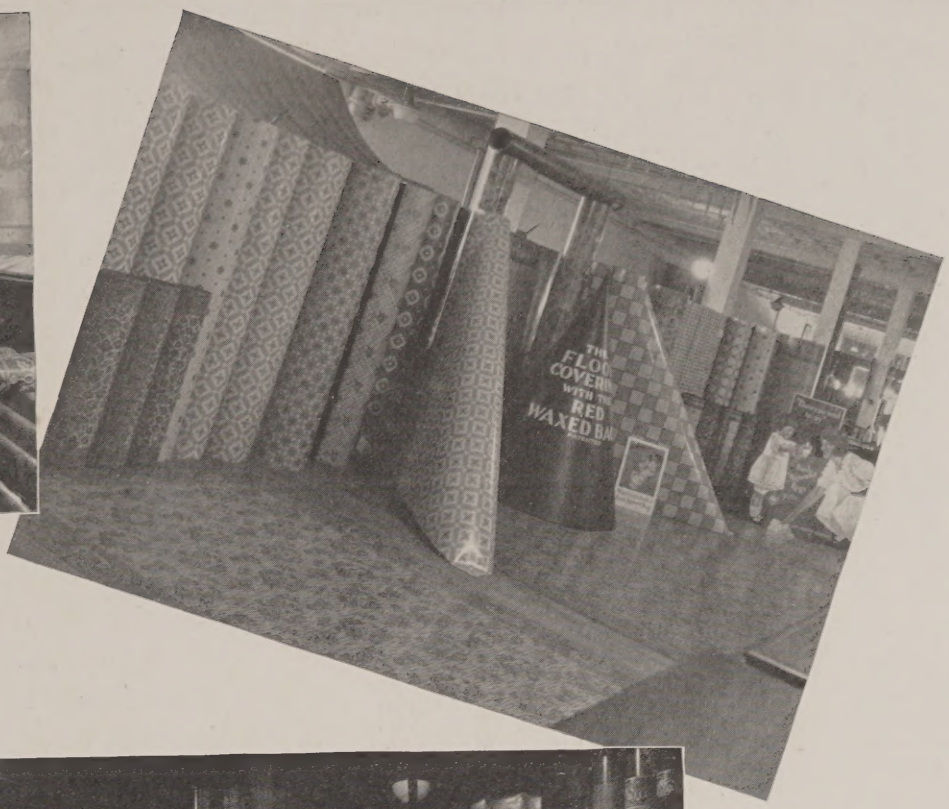
Andy Gump and Old Timer will have to lock up Shady Rest. Barney is polishing up the fishing poles. Anyone know any good fish markets?

Wisconsin Lakes and Wisconsin horses seem to hold the attraction for Miss Moe, so it is presumed she'll hike away to Wisconsin again.





Top left, Gilchrist Co., Boston, Mass.; center, T. Dun
Center left, Sterchi window, Johnson City, Tenn.; cente
Grumbaum Bros. Furniture Co., Seattle, Wash. Lower l
ishing Co., St. Paul, Minn.; right, Manufacturer's Furnit



New Orleans, La.; right, J. B. White & Co., Atlanta, Ga. Rhodes Wood Furniture Co. group, Atlanta, Ga.; right, Royal, Washington, D. C.; center, St. Paul House Furnrehouse, Little Rock, Arkansas.

The NEPONSET REVIEW

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The *Neponset Review* will gladly publish communications, suggestions, photographs, or articles of interest to its readers.

Address all correspondence to the Editor, *Neponset Review,* East Walpole, Mass.

If you want to be miserable, think about yourself, about what you want, what respect people ought to pay you, and what people thiuk of you.

—Charles Kingsley.

"Very Special"

SOME years ago we knew a French chef, who, when writing his menus and wishing to emphasize the qualities of a particular dish, would write after it, "Very Special, a la Jules."

This month we present the first of a regular series of special numbers. At quarterly periods throughout the year there will be issues devoted to the three main branches of our business, Floor Covering, Building and Roofing, and Boxes and Special Papers. The fourth quarterly number will be the annual holiday paper. Other issues will come out as usual and be just as "special" as possible.

In the divisional quarterlies we will endeavor to give a fairly complete picture of that division that will be of interest to the employees, the salesmen, the dealers and to some extent the general public. There will be an endeavor to answer the questions of those who are on the manufacturing end as to where our products go, who sells them, who buys them, and how they are sold.

The dealers will be interested to learn how our products are made, why we maintain our own paint shops and laboratories, who makes our products, what improvements we are developing in methods of manufacture and of handling the goods.

At the same time the *Review* will continue to publish in the quarterlies the news of plants and offices in full, for it is the *Review's* first object to be of interest and value to fellow workers, and to foster their welfare and activities.

The Floor Covering Quarterly is presented without apology, as the first of its kind. We hope it meets with your approval, as something truly "Very Special."

The $2,000,000 Cigarette

A cigarette worth that much? No, not exactly, nor do we mean anything regarding the sale of cigarettes. But it is a fact that a single cigarette, carelessly thrown away, caused a warehouse fire, the loss from which ran to that enormous figure. Chief Kenlon of the New York fire department therefore rightly calls it the "$2,000,000 cigarette."

Again, a lighted match, thoughtlessly tossed into some waste paper in basement of another building, caused a loss of another two million, plus six lives. This was the famous Equitable Life Insurance fire, or perhaps it is better called infamous. Nor are these isolated instances, for Chief Kenlon reports the major fire loss in the United States as being caused by "matches and smoking."

When a company forbids smoking in places where it is dangerous, it does so more for your protection than for its own. Today no organization with any sense whatsoever hesitates to carry full insurance. If a fire comes, the insurance company digs down and settles for the damage.

But what about your job? It's even simpler than primary arithmetic to determine that "no factory equals no work." No work means no pay. And yet some men will risk their jobs and their livelihood just for a moment's pleasure! Others will sink to the level of a criminal by the careless use of matches, even in places where they are permitted.

For your protection, then, the Bird and Son rule is ENFORCED: "Smoking and the use of matches is prohibited in any part of the Mill property, except where permission is specifically given."

At Your Service

THE largest measure of service rendered by the Walpole Home Building Company is in helping employees to build homes in Walpole and Norwood. It is not the function of the Company to build houses to rent. If you are thinking of a home, the Home Building Company will help you to locate the land, help you in planning the house, show you how to save time and money in getting materials.

If your finances do not seem equal to the task of building a home, the Company will aid you in putting it through. This does not mean that the Company itself is a "loan office" but rather that it will point out ways and means by which you may safely borrow money at reasonable interest charges.

From the time you first think of your new home, then, until you have moved in and become settled, the Walpole Home Building Company can and will help you all along the line. For the past few years, the Company has saved many people in Walpole and Norwood a good percentage of their yearly coal bill, by providing for the delivery of carload lots to the siding, and delivery from there directly to the home. This meant an average actual saving of 75 cents per ton on every ton of coal bought last year through the Walpole Home Building Company. If you want to take advantage of that service—do it now!

The Company also provides clean and reasonably priced movies. In short, the Company is eternally on the job, providing for the improvement of our communities. And it is always "at YOUR service."

The Dedication of a Home

These stones are not a hearth until they know
The red and kindly miracle of flame;
Nor this house Home until love makes it so.
Houses for good report or dubious fame

Take on the aspect of their tenants' minds.
The thoughts that seemed deep hidden in the brain
Shall shine forth from the very eaves and blinds:
Joy, sorrow, service, sacrifice and pain.

No door can bar the sorrow out, nor dread:
And these expectant, empty rooms await
The soul, new-born, the body, newly dead,
Rapture and grief and all the gifts of fate.

But when a hundred human years are gone,
Here on this south and sunward-looking slope,
God grant this homely fortress fronts the dawn
With still unconquered kindliness and hope.

—Don Marquis.

Mistakes do not "happen"—they are made, and their manufacture is an extremely unprofitable business. A side line always found connected with it is the making of excuses. There is no market for either product.

Concentrate on your likes—forget your dislikes.

Ready and waiting! The "Swimmin' hole" at East Walpole

Library

Many times the reading of a book has made the fortune of a man—has decided his way of life.—Emerson.

STATISTICS show that a large proportion of men who have met with success in business during the past fifty years have originated in cities. The foundation of success, education, then unattainable elsewhere, is the requisite for good standing in the business world today.

For coming generations of young people in country districts, changed conditions have now made it possible for them to obtain an education which will place them on a better footing to compete with those who have the advantages of the cities. State universities have been established and excellent opportunities for home study through correspondence courses are within the reach of everyone.

It has always been our aim to assist members of our organization who desire to continue their studies to select the best courses and schools which may fit their requirements. Summer is the time to give this consideration and form definite plans which may work out more satisfactorily than if a hasty decision is made at the last moment before the opening of classes in the fall.

The Bird Cage

OWING to the press of other duties, some of them in connection with getting out this month's *Review*, Mike and Ike are absent from among the middle of our midst. However, there's something in the wind, and by next month they'll be at it again.

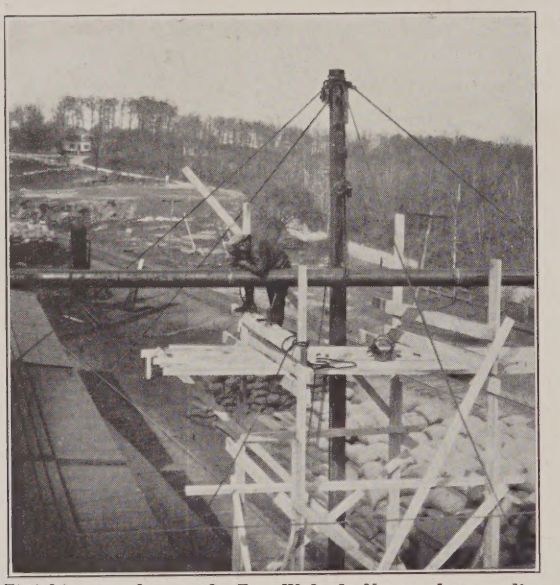
The biggest business men are those who train those under them to become big also.

Notes From Plants and Offices

Paper Mills

East Walpole

More records fell in DM during the month, when No. 5 machine produced 106.7 tons on May 1, and then on May 16 broke this record again with a tonnage of 110.2. The total for all machines ran 180.7 tons for May 1 and 186.2 tons for May 16. No. 2 machine also set up a record for itself on May 6 of 41.75 tons.



Finishing touches on the East Walpole-Norwood steam line, now in operation

Jim Curran is looking over a house in Canton, and is thinking of buying it. Not for himself alone, either.

The boys do certainly appreciate the new washroom.

Jim Kivlin goes to Boston every Saturday. What for? No one knows.

Pat Karney was married during the month and is living on Tremont Street, Norwood.

Bill Geary has a new Studebaker.

Thirty-six cars of straw-board for the new corrugated unit were unloaded during the month.

Jim Hoolihan is getting nearer and nearer to the brink of the sea of matrimony. Watch your step, Jim.

Bob Morsefield has some new balloon tires on his car. If he takes that vacation trip to California, he'll need 'em.

Maintenance

The draughting room is getting a new coat of paint, new Neponset rugs on the floor, and a general cleaning up.

Bill Koehler has a car. It is a good car. But Bill thought it needed a coat of paint. So he took off the old blue, and started in anew on a coat of baby-blue. It took longer than he figured, and as he needs the boat, he is now driving around in something that looks like a camouflaged war tank. Hurry up and get it finished, Bill.

Fred B. Duncan paid a visit to his son Fred, Jr., who is attending Carnegie Tech, in Pittsburgh.

Dave Regan, Sr., is looking forward to a trip which he is to make to Calais, Maine, to set up machinery for Bird and Son.

John Bache of EMM was married on Thursday, May 7, to Miss Kate Clackwood, late of Falmouth, England, and now of East Walpole. The wedding was held at the home of Mrs. James Hocking on Lincoln Street, Norwood. Mr. and Mrs. Bache will be at home on Burns avenue, East Walpole.

As usual, Tom Graney and Jack Smith were the first with the straw hats this season.

John Fleming of ERB is back on the job again.

Mary L. Folan, sister of Leo Folan, has written to Bird and Son, thanking us for a check for $1,000 in payment of an insurance policy in favor of her brother.

"Happy" Timmons has added his effort to the improvement of our methods by designing a new shingle finishing machine.

It's a good thing that Sam Kay doesn't buy horses. He sold a perfectly satisfactory car for one that he thought was going to be a wonder. Now he comes back after every week end with a story of something else wrong with his "Le-mon Six."

Box Shops

Arsene Marchand of FXP is an early bird for vacations, having already taken a two weeks' respite.

Mazie Driscoll of FXK, who has been confined at her home with rheumatism, is expected back to work by the time the *Review* is issued.

Mrs. Charles Rafuse, FXK, is confined to her home with rheumatism.

Harry Tower, who, upon occasion, "folds up his tent like the Arab and as silently steals away," is reported to be leading a collapsible life. Trouble is, though, with so many "vest pocket" articles, including a row-boat, a raincoat, fishing rod and flivver, that no tailor builds vest pockets big enough to hold the lot. Now all Harry needs to do is to invent a vest-pocket size vest pocket.

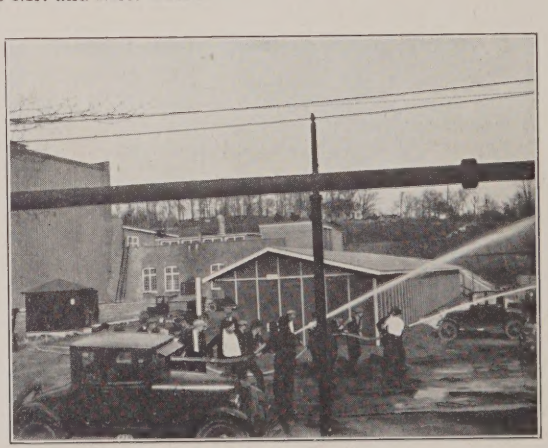
We extend our sympathy to Mr. Tupper, whose sister died recently.

Goodspeed has bought a Studebaker.

Phillipsdale

The Phillipsdale plant is honored in the appointment of our superintendent, Thomas G. Henderson, to serve on the technical committee of the Felt Manufacturers' Association.

Irving C. Eaton, our assistant superintendent, having become convinced that single blessedness is not all it is cracked up to be, has taken unto himself a wife, going all the way to the heart of the Pine Tree State to get her. The lady is, or rather was, Miss Doris M. Moody of Waldoboro, Maine. The ceremony took place at the bride's home in Waldoboro on Friday, May 15, the couple leaving immediately afterward for Havana where they will spend their honeymoon. All Phillipsdale joins in offering congratulations and good wishes to Mr. and Mrs. Eaton.



Floor Covering fire brigade at monthly drill

Both rumor and gossip have it that our Chief Chemist is about to do likewise. Well! Well!

Harry Nolan, formerly one our electricians, has been appointed to serve on the newly organized Rhode Island State Police. As he was one of twenty-one to be picked from over five hundred candidates, it is considered quite an honor. The last few days he was here everyone was telling him what a good fellow he was—but it isn't going to do them any good, for Harry says he is going to "pull in" his friends first. When he is all dressed up in his new uniform we'll show you his picture.

We are glad to see Angelo Tirocchi back with us again. He has been out over nine weeks with a badly cut hand, but is now able to do light work.

Our sympathy goes out to Michael Finizie who has just lost his three-months-old baby.

Charlie Cyranok and Fergus Christie have been appointed to serve on the salvage corps, and Allen Long on the reel company of the fire brigade.

Carmine Priete crushed his hand quite badly while helping to move a beater roll and will be out for a while but not, we hope, for long.

At the regular meeting of the fire brigade, Chief Henderson gave a talk emphasizing the importance of not smoking around the plant and of not carrying "strike-anywhere" matches. Certain places have been designed around the mill as smoking areas and safety matches are available at the storeroom for those who need them in their work.

It came in too late for a real story, but Phillipsdale reports that records are falling down there, too. On Saturday, May 23, the production hit 96.2 tons, better by 3 tons than the previous high record of March 25.

Roofing Mills

Norwood

Walter Cyr is moving into Steve Zincowski's new house.

Jerry Doniselli is building a new home in Norwood.

And Elmer Eklund's new house, on Wilson Street, Norwood, is nearly ready for occupancy.

Doc Watson rolled up his sleeves and went to work on the label-room recently, with the result that even the oldest inhabitant would fail to know the place.

Joe Smith has purchased a valuable dog from John Stupek. By the look of its ears, we should say that it is a Siberian Skyoodle.

Fred Fuller caused a great deal of excitement for two days running. First day he came in with the glad news that his wife had presented him with a baby girl. Fred had a boy's name all chosen, but it didn't seem to fit the case. But anyway, Fred was so pleased with himself that the boys suggested he celebrate and pass around the cigars. He did, the next day at noontime. Everybody accepted and everybody went up to the brigade room to try 'em out. The smoke screen that resulted almost caused someone to tie down the FB whistle. Next thing that Fred is going to do is to move into his new house.

Work has started on the new asphalt storage tank.

Ruth, Jean, and Priscilla Westcott

Andy Spiers, Illinois Floor Covering Salesman, and his boys

Spring time is moving time alright. Ralph Nutter has taken up his abode, but the boys in the shop claim it hasn't been properly warmed.

In the old-time circus days it was always a sure thriller when the lion-tamer put his head into the lion's mouth, and then took it out again, as whole as ever. But we're not all lion tamers. That being the case, it is somewhat foolhardy for us to try the same kind of a stunt on machinery. But one man did during the month—he put his hand in UNDER the guard, which was placed at least three inches from the cutter. The machine was running. Now this man is minus part of a finger.

Warren Manson is building a house for his mother, in Medfield.

Willie Churchill is doing a little "road-work" on the right-of-way going to his house.

"Jeppie" Jepson's faithful old Oakland has at last "done him wrong," and he is taking his first trips in the buss in over three years.

Ruel Fulton is at the Norwood Hospital, recuperating from an operation.

Alden Boothby is competing with the Boston Public Garden experts, setting out shrubs around the plant.

George Smith, Beau Brummell of FB, has ceased beauing, or brummelling. At any rate, we haven't seen that cake-eater's coat in a long while.

Bill O'Donnell was out for a few days with the grippe, but is back on the job again.

Admiral Driscoll, whose eagle eye sweeps o'er our seven seas, was salvaging some treasure the other day. In his eagerness, lest he should miss some priceless trophy, he slipped and did a graceful Annette Kellerman into the cold, cold water. Jack White now suggests a string of life preservers hung on the salvage shed.

Bob Smith is lonesome these days. With the new steam line going full blast, he has only one boiler to care for.

Dick Stoddard has joined the "special police" force.

Floor Covering Plant

Norwood

Tom Dyer, who is never known to rest, dropped into the office one morning and very quietly and earnestly asked where Mr. Maguire worked. This is an almost perfect bug-house fable. However, one day Mac did go through the office carrying an (empty) pail. Mr. Dyer was cautioned never to make such a break concerning a chemist again.

Jenkins needs a new muffler for the coming winter, and while at an auction recently, where he acted as bookkeeper, he was on the look-out for a suitable one. All of those at the auction store were of the old-fashioned kind, large and cumbersome and of too bright colors. Al wants a very chic muffler,

for he is a very fastidious man and a neat dresser, so of course he did not care for any such antiques as were offered.

L. H. Haskell has left us to become Assistant Valuation Engineer of the Michigan Central Railroad, with headquarters in Detroit. Sydney Taylor succeeds to his work.

Frank Sutherland, after many years as a faithful Ford fan, has blossomed out with a new Maxwell.

But the dinkiest car of all is Leo's Chevrolet coupe.

Mathew Fyfe is to be married shortly. In fact he has the home all ready and waiting on Chapel Street, Norwood.

The retired "sea-captain" of FF came to work one Saturday all dressed up a la heavy colleege. Wherever he went, all work ceased while our modern Beau Brummel sauntered by. When asked the reason for the fine scenery, he said that there was a meeting of the Stowell Family Association (or tree, as he put it) and he was representing the sap.

Almost as we go to press, news comes that Ben Sodergren is now throwing out his chest, around the plant. Reason being a nine-pound baby daughter, Jean Carroll.

"A bunch of the boys were whooping it up"—Robert Service wrote that some years ago, but it might have been said of a party of thirty Printing Room men, who chartered a bus and journeyed to Boston one night recently. The party included dinner at a high class restaurant and a visit to one of Boston's well-known playhouses. A few straw hats were the only casualties.

"Windi-Citi-Grams"

The Mill celebrated Mr. Hird's fifteenth anniversary with Bird & Son in several ways. First, the Shipping department broke the monthly record for cars shipped and, too, the monthly tonnage figures. While our No. 2 machine led by "Shorty" George ran from Tuesday April 28th at 7 a. m. through to the following Tuesday before having a stop on the machine. And, too, color changes were made "on the fly" with no time down. Within the past month No. 2 has run continuously for three days running, three times. No. 1, not to be outdone, also contributed a couple of "non-stop" runs.

John Matcha has purchased a home in Cicero, the town the Duncan sisters put on the map.

Messrs. Allen and Downey were visitors from East Walpole during the month. In addition we have had several dealers in, as well as some of our competitors.

Ben Roberts expects to have the new "Paroid" tennis court in operation in the mill yard soon. This should have it "over" an ordinary grass or clay court—at least we are hoping so.

Three former Bird & Son employees were visitors here this past month. Willard F. Rockwell of the Wisconsin Parts Company of Oshkosh, Wis., drove up in his Pierce Arrow. F. B. Watkins of the Barber Asphalt Company, who is now in charge of the production at their plant in Madison, Illinois, was in, as was Ralph H. Beaman who is in charge of production at the Vulcanite Roofing Company's plant here in the West.

Camping party on the Jaques-Cartier R ver, above the Pont Rouge Mill

Jeanne d'Arc, daughter of E. A. Deslisle, Pont Rouge

Harry Brandau is back at his desk in the Traffic Department after a week's absence with the "flu". The same is true of John Matcha who has been confined to his home.

We have had some nice sales of Designed Roofing for the past few weeks. Williams' order for 2575 squares took the banner for the period. We are selling far more Design in relation to Plain Slate than ever before.

"Bob" Peterson and "Big Boy" Williamson were in from the South for a trip. Their reports, while not glowing, were that they saw good steady business ahead for the year.

Henry Morman and Ben Roberts are on speaking terms with every speed cop on the road to Aurora.

Mr. Tycer of the Floor Covering Division took a few of the boys from the Roofing Plant out to Hickory Hills and taught them how golf is played up around the Twin Cities—yep, he puts that 230 pounds into every drive.

If building near the Plant continues, we shall soon have residences across the street. The two truck farms in front of the Mill have been cut into house lots, nearly half of which are already occupied, and new foundations being dug every day.

We continue to have many large Built-Up jobs sent in each week. The Paroid Cap Sheet as a weathering surface is being used on all types of buildings here in the West.

Chicago Floor Covering Notes

McDonald intends to see Chicago first. There's plenty of it.

If Miss Clancy goes to California it's our guess she stops off in Colorado long enough to say thanks for the flowers.

The inquiring reporters could get no inkling as to Miss Mitchell's itinerary.

The high mountains of Colorado are calling Mrs. Sweeney. As far as we know it is the high mountains.

Miss Lester and Miss Curran will hate to leave South Chicago, but Kenosha calls.

Miss Dwyer is going to spend her time getting better acquainted with her relatives, Mah Jong and Pawtucket.

Miss Paul hasn't decided—but wherever George goeth, there also will she go.

We hope Miss Whitman meets another soda cracker man who will continue as faithfully to supply the demand created this past year.

As Miss Miller has frequented all the spots in Cedar Lake she is now going to see for herself if what they say about Old Broadway is true.

Pont Rouge

Many of our men are busily engaged planting. If all towns have turned up as much new soil as Pont Rouge has this season, the high cost of living ought to take a drop.

The quantity of snow and ice that still remains continues to keep the weather very cold in this district. The thermometer frequently drops from 20 to 25 above during the night. This is some temperature for the middle of May.

Deslisle says, "The boys around here are telling big stories about their gardens; but I am not saying a word—wait until the end of the season."

Who was fishing in the pond above the mill between 10 and 12 o'clock at night with a big fire going on? Everybody knows. He might be telling fishing stories, but still we know that he caught a few nice trout.

At last the roads of Pont Rouge will be repaired and put in first class shape under the supervision of the Provincial Government. Those of us who are fortunate, or unfortunate, enough to own an automobile will perhaps be pleased with this new road. It might be a good idea to put a traffic cop on it.

Now we know why Nelson objected to daylight saving time. Apparently he has used the early hours of daylight to good advantage, judging by the nice job of painting he has done on his house.

The spring freshets are around the Jacques Cartier River again and the river is keeping up its record for uncertainty of flow. This year, however, there has been no big flood to date, but for three weeks back there has been rain and sufficient warm weather each Sunday to bring up the water and give us a shutdown for about one day on Monday or Tuesday.

Mr. Romeo Briere, our winderman, was recently married. Good luck to you, Romeo.

Hamilton

The last week of May is "Blossom Week" in the Niagara Peninsula, which is recognized as the "Garden of Canada." Thousands of acres of fruit trees, including cherry, peach, pear and apple are now in full bloom.

The scenic effects when the trees are in blossom form a great attraction for motorists and it is reported that tourists in great numbers from New York and Pennsylvania are taking in one of the most beautiful sights in Canada. Guides are being supplied during the week to pilot visitors to the points of interest.

W. V. Grisdale has taken on one of the biggest Roofing jobs of his life, having gone to Winnipeg to supervise the application of nearly 1500 squares of Bird's Roofing on the new Polo Race Track.

Incidentally this is the job which C. M. Canfield "picked off" while on a recent visit to Winnipeg.

"Kids and Koke"

"Blossom Week" in Hamilton

Hamilton Garage Gossip: "Who does the spiffy new McLaughlin Coupe belong to?" "Don't you know? Why C. P. Cowan, Manufacturing Manager."

C. D. Delavergn, Mill Superintendent, advises that the latest event at the Hamilton Mill was the arrival of three kittens. The little family are reported as doing well.

Harold L. Balch wants everybody to know that the office girls served a real honest-to-goodness dinner at the office April 30th, in honor of his birthday. He wishes particular mention to be made of the ice cream and birthday cake with candles n'everythin'. Incidentally he was the lucky receiver of both the button and the nickel.

H. E. Davenport has gone back to his farm—on the beach. This must account for the "Krueschen" Feeling.

Main Office

Announcement has been made of the engagement of Fred Bagley, CF, and Miss Caroline F. G. Bodell.

F. G. Bergtson has joined CF as a sales-correspondent. He will make his home in East Walpole.

R. W. Westcott of the Chicago office visited this office during the month.

Bill Murphy has signed to become a "regular" in the Malden Twilight League.

W. R.Rickettson has been spending week-ends at Humrock in preparation for the summer.

John Robertson's birds took second and third prizes in the recent race of the Wellesley Pigeon Club. Added to his kennell is a pedigreed English bull-terrier, which arrived on the Coronian a few weeks ago.

A. H. Russell has practically recovered from an attack of blood poisoning.

B. R. Taylor is planning a week's fishing trip the last of May.

Friends of Tom Lavin will be glad to know that he has not forgotten them. We quote from a letter recently received:

"Although I am very happy here in Dublin with my family, and getting along fine, I can never forget East Walpole and those old timers that I worked with so long.

"I met Mr. Bird, Jr., when he landed in Ireland, and he took me all over the south of Ireland, England and Wales with him. We visited all the ancient places in those countries. We saw some lovely castles that were built 600 years before America was discovered. I also visited the King's Palace in London.

"Please remember me to all the old timers."

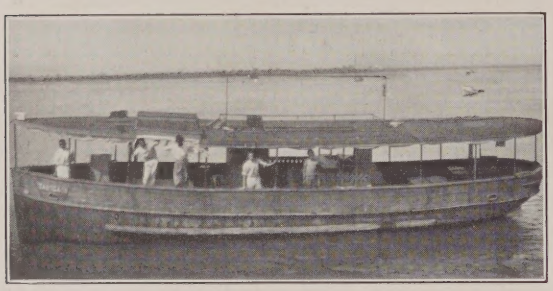
"Let every man be occupied, and occupied in the highest employment of which his nature is capable, and die with the consciousness that he has done his best."—Sidney Smith.

The world wants men who can see things that ought to be done and will do them without being told. The world already has too many of the other kind.

Neponset Products Travel Far, Give Good Service

IN this column, which will be run every month if possible, you will find little paragraphs of interest about Neponset products—where they go, what they are used for, how long they last, and the like.

The picture this month shows the motor boat "Taboga," one of a fleet of nine owned by T. H.



"Taboga", Costa Rica

Purdy of Costa Rica. Some of our readers may remember Mr. Purdy as having handled our goods in Costa Rica. But the interesting thing about these boats is that the cabins are covered with Bird's Paroid and have been for years. In a letter to Mr. Wyman, Mr. Purdy says that they have found it infinitely more satisfactory than canvas.

In anticipation of the Spring planting, coming around October—for them—a firm in Australia has placed a sizable order for Neponset Flower Pots, to be shipped immediately.

From William D. Johnson, a Hartford architect, comes the following letter regarding Neponset Red Rope Waterproof Building Paper, which we used to make: "Your latest folders of materials just received. In filing them away, I ran across a piece of your sheathing paper, which I removed from my house last summer. The paper was placed under wood shingles in 1896, when the house was built, and was taken off in June, 1924. I thought you might like to see the enclosed sample, which shows that the paper is in as good condition as regards strength as when it was first put on."

The last item carries with it a bit of romance. Way up on the northeast coast of Newfoundland, near the straits of Belle Isle, is the largest station established by Wilfred Grenfell, famed British missionary in the field of medicine. The work at this station must be both needed and appreciated, for they are now planning to build a new hospital, and have placed an order for 2000 feet of Neponset Wall Board, Cream White, to be used in the new building.

Bird Club

THE last popular entertainment and dance of the season was held in Bird Hall Friday evening, May 8. A good program, attendance comfortable, and especially fine music for the dance furnished by Steve Donovan of Norwood.

A club event to which we have been looking forward and trying to bring about for over a year was the evening with George R. Wyman on May 15. Buffet supper was served to about fifty at 7 p. m., the crowd afterward adjourning to the gymnasium. Mr. Wyman delighted and informed us with an illustrated two-hour talk on his recent trip to the Tropics on the Caribbean Sea. We were interested in his descriptions and pictures of banana production and were afterward literally fed on some very luscious bananas.

Thus closed a very successful season of club activities in the line of entertainment, and we are looking forward to another season, for which some good things are already provided.

H. E. R.

Veteran's Roll of Honor

WE give below a list of those whose fifth, tenth, fifteenth and twentieth anniversaries come during June, together with the names of our veterans who complete over 20 years' service.

			Yrs.
J. J. White	Box Shop	June 1, 1891	34
Vitus Gleichauf	Power & Steam	June 7, 1895	30
Andrew Walker	Paper Mill	June 7, 1897	28
Michael Sheehan	Bldg. & Rfg.	June 20, 1899	26
S. W. Smith	Supt. Main Mill	June 8, 1900	25
O. J. Ross	Finishing Mill	June 1, 1901	24
John Fitzgerald	Paper Mill	June 18, 1901	24
Charles Knaus	Paper Mill	June 1, 1902	23
Walter Sword, Jr.	Paper Mill	June 1, 1903	22
Michael Connolly	Maintenance	June 1, 1910	15
Michael McConologue	Paper Mill	June 2, 1910	15
William Thompson	Paper Mill	June 1, 1920	5
Teresa G. O'Brien	Main Office	June 1, 1920	5
John Pennington, Jr.	Floor Covering	June 3, 1920	5
Fred Truco	Bldg. & Rfg.	June 7, 1920	5
Albert Carlson	Phillipsdale	June 9, 1920	5
Antonio Alves	Bldg. & Rfg.	June 9, 1920	5
Simon Rasulevicz	Bldg. & Rfg.	June 10, 1920	5
C. W. Conrad	Supt. Maint. Dept.	June 16, 1920	5
Mary A. Geary	Main Office	June 18, 1920	5
John Caulfield	Bldg. & Rfg.	June 18, 1920	5
John Fucci	Floor Covering	June 22, 1920	5
Vincent D'Espinosa	Box Shop	June 23, 1920	5
Andrew Kowalzyk	Power & Steam	June 25, 1920	5
Michael Nee	Paper Mill	June 26, 1920	5
Martin Wallace	Power & Steam	June 26, 1920	5
Walter H. Hartig	Box Shop	June 28, 1920	5
Mary J. King	Main Office	June 28, 1920	5
Frank Clem	Floor Covering	June 30, 1920	5

Ford Cars

New and used. Prices reasonable. Terms arranged.
JAMES A. CLARK, ERE.

Perfect No-Accident Score Attained In Two Departments

AN excellent example of what can be done if care is taken and effort made in the matter is shown in the accident record for April. DM, DF, DV, who were at the bottom of the "league" the previous month, got a hold on things and came up a-flying to tie with EM and ER for first place.

In fact, improvement was shown all along the line. The total number of lost-time accidents fell from 18 to 12, giving every department a rating above .900 in the percentage column.

EM and ER have attained an enviable record of three consecutive months without a single lost-time accident. If you are one of these people who say that "accidents must always happen," think over this accomplishment.

"A good example is worth a ton of argument."

Standing for April

Dept.	No. Emp.	Accidents	Days Lost	Standing
DM, DV, DF	239	0	0	1.000
EM and ER	160	0	0	1.000
DP	196	2	4	.956
FF	277	4	18	.916
FB	257	4	15	.916
FX 1 and 2	311	2	39	.902

"First Look It Over"

WHEN Paul E. Wagner, a star employee for a Southwestern refining company, was presented with a cup upon completion of 21 years of employment without a single accident, he was asked how he had held that record so long.

He had little to say. He had but one rule for himself: "First look it over—then go to it." Sounds simple, doesn't it? Well, it is, once you get into the habit of looking things over before you start.

If you put up a ladder to do a painting job, it doesn't take but a second or two to see that it is properly placed. Before you start a machine, it only takes a minute's inspection to see that guards are in place and that the machine is ready for safe use.

And isn't it worth while to think, at the end of 21 years, that during that time you have worked steadily, with no lost time, no money spent for doctors' "repairs," no pain or suffering, no worries at home?

Our guess is that Mr. Wagner thinks so. A silver cup or a medal isn't much in itself. The source of pride is in the record that brought the reward.

Is that all? Not quite. Mr. Wagner did something else, not for himself, but for others. It might be written this way: "Before quitting,

look it over—then go home." For 21 years Mr. Wagner took time each day to do this, too. There was little chance of accident to the men on the next shift.

And so on the mantelpiece at home rests a silver cup. At night a man comes home and looks at it. Perhaps his wife does too—and the children. Dad always comes home, on time, safe and sound.

First look it over.

Fire Brigades

East Walpole—The regular meeting was held in the Brigade Room on Monday afternoon, May 4, with roll call at 4.45. There were fifty-three members present and eight absent.

As there were a number of new members present, Assistant Chief Smith read off the new running card, so that all might know the action of their companies in case of fire.

A tour and inspection of all the hydrant houses in the mill yard was then made by these new members, after the old members had been dismissed.

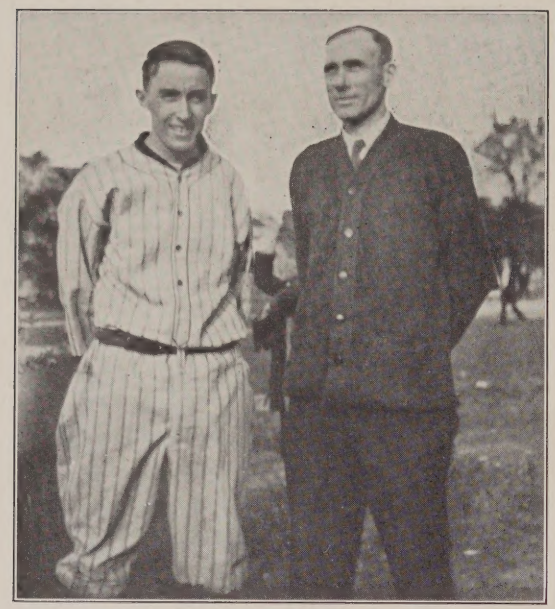
Meeting adjourned at 5.45 p. m.

Norwood—The meeting of the Building & Roofing Brigade was held on May 4th, and of the Floor Covering Brigade on May 5th.

The time was spent in going over all the hose and putting on the full pressure of water, to see if any bad hose could be found. Everything was found O. K., with the exception of two lengths, one of which was a little porous, and on the other the die needs to be run over the fittings.

Things Needed

An escalator to the Bird Club ——
An electric engine on the East Walpole spur track ——
Roller skates for all messengers ——
Wings and Liberty motors for the jitney trucks ——
De-luxe passenger elevator in FX1 ——
Rapid transit line between East Walpole and Norwood——
Whistles on the steam line ——
Swan-boats on the river ——
More work and less talk.



Howard White, captain; and William Geary, manager, Bird & Son baseball nine.

Suggestions

AT the May meeting fifty-six suggestions were considered, ten of which were accepted and six held for further investigation. The accepted suggestions are as follows:

Installation of steps to Ladder No. 16 — Michael Burke, DMB
Sheet-iron Apron guides at top of hangers — M. Dzurbanick, FFN
Trucks for glazed paper — William A. Edmands, FXR
Second press felt rolls — Charles Knaus, DMP
Board on cutter frame — H. E. Larrabee, FXG
Change window on north end of EM1 — John Manley, EMP
Wooden door from blacksmith shop to yard — P. Reynolds, DPM
Re-use cotton for splicing rug border — Patsy Sansone, FFD
Roadway between chimney and boiler room — Maurice J. Tarr, EMY
Saving in use of electricity — John H. White, FBM

Figures for the first four months of 1925 are now available. Those who have had more than one suggestion accepted are as follows:

Laurence C. Hubbard, FXR	4
John E. Clancy, FXB	3
Basil Neville, FFF	3
Patsy Sansone, FFD	3
M. Dzurbanick, FFN	2
Helge Holter, DPP	2
Arthur Maguire, DFW	2
John Manley, EMP	2
J. S. Walker, EMT	2

These men have a good start toward the grand prizes for the largest number of suggestions accepted during the year, and we hope they will carry on and increase their numbers.

Save Money

Buy your tennis rackets and balls at Dept. GC. See us before buying athletic goods of any kind.

Labor Bureau.

Athletics

Bird and Son's nine has started the season in good shape, by winning three out of five games up to the time this is written. Following are the scores and league standing to date (May 23):

Hollingsworth and Vose 4, Bird and Son 2; Lewis 6, Bird and Son 11; Winslow's 9, Bird and Son 3; Bird Machine 4, Bird and Son 13; Plimpton 5, Bird and Son 6.

League Standing

	Won	Lost	Per Cent
E. Fleming	5	0	.1000
Winslow Bros. & Smith	4	1	.800
Lewis Mfg. Co.	4	1	.800
Bird & Son, inc.	3	2	.600
Hollingsworth & Vose	2	3	.400
Plimpton Press	2	3	.400
Berwick & Smith	0	4	.000
Bird Machine	0	6	.000

Review Offers $5.00 Award For Employee Cover Designs

IN line with the *Review's* policy of always trying to better itself, we are now announcing a new contest, which gives every employee of Bird and Son a chance to win an award of $5 in gold.

The cover on this month's issue will give you an idea of one way in which we wish to improve our paper, and it is in the matter of cover designs that the competition will rest. This does not in any way signify that actual drawings of cover designs must be submitted. An IDEA that can be worked into a drawing, by some one who knows how, is just as acceptable as a rough drawing or even a finished one.

Start now, and look around you for ideas. What familiar scenes are there around the plant that might be used for a cover? How might we emphasize our products in a cover? Pictures of people at work are always interesting. What machines are there that might be pictured in operation? Our products, after they are sold, are put to many interesting uses. Does this suggest a picture to you? Write it down or sketch it out, and send it in.

The rules of the contest are simple: 1. Anyone who is employed by Bird and Son in any capacity may enter. 2. IDEAS will count, whether they are written, drawn, photographed or suggested by means of an example. 3. For every idea accepted and used we will award to to the contestant $5 in gold. 4. Every idea submitted must bear the employee's name and department. 5. Any number of ideas may be submitted by any contestant.

The contest for this period opens June 1 and will close August 1. Members of the Review Advisory Board, together with the Staff Artist, will act as judges, and their decision will be final.

BIRD NEPONSET PRODUCTS

Floor Covering Division

NEPONSET Rugs NEPONSET Floor Covering NEPONSET Rug Border
Lining Felt

Building and Roofing Division

Shingles

NEPONSET Twins American Fours Diamond Fours
Proslate Fours Lock-Butt

Roll Roofing

PAROID
Art-Craft Shingle Design Slate Surfaced American Ready

Building Papers

NEPONSET Black Saturated and Coated American Waterproof

Wall Board

NEPONSET Board, Cream White American Wall Board

Specialties

Asphalt Felt PAROID Built-up Roof B. & S. Deadening Felt
Plastic Cement Roof Coating

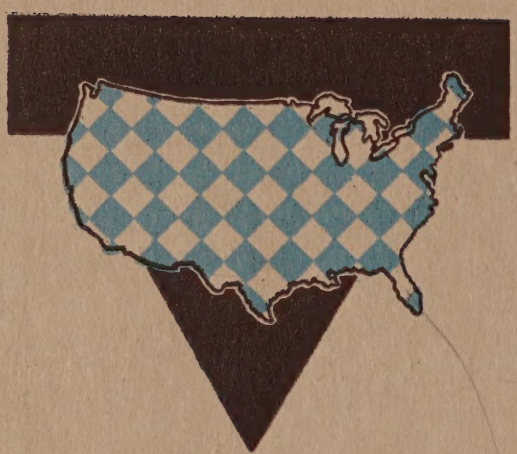
Box Division

Solid Fibre and Corrugated Paper Shipping Cases NEPONSET Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes

Special Paper Division

Cartridge Paper Wad Papers Rocket Paper Black Tube Paper Press Board
Binder's Board Bird's Case Lining

BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**



The NEPONSET REVIEW

July 1925

BIRD & SON, inc.

ESTABLISHED 1795

EAST WALPOLE, MASSACHUSETTS, U.S.A.

VOL. XIII No. 7

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.; Phillipsdale, R. I.

Floor Covering Plant
Norwood, Mass.

Roofing Plants
Norwood, Mass.; Chicago, Ill.

Box Factories
East Walpole, Mass.

Executive Offices
East Walpole, Massachusetts

Branch Offices
Boston, New York, Chicago, Philadelphia, Atlanta, San Francisco, Minneapolis, Columbus and Paris, France

Warehouses
New York, Chicago, Philadelphia, Detroit, St. Paul, Atlanta, Dallas, Denver, San Francisco and Paris, France

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Vice-President, PHILIP R. ALLEN

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Floor Covering Sales Division
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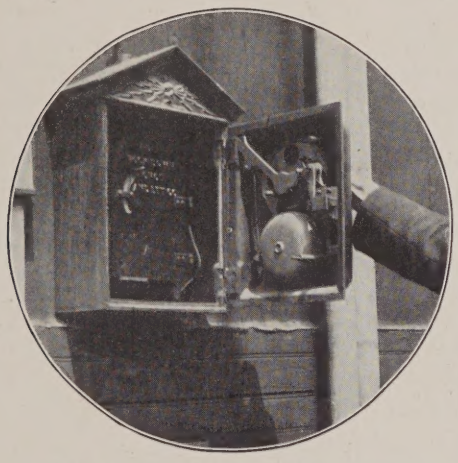
Makers of Quality Products Since 1795

The NEPONSET REVIEW

Fire Equipment Easy and Safe to Operate

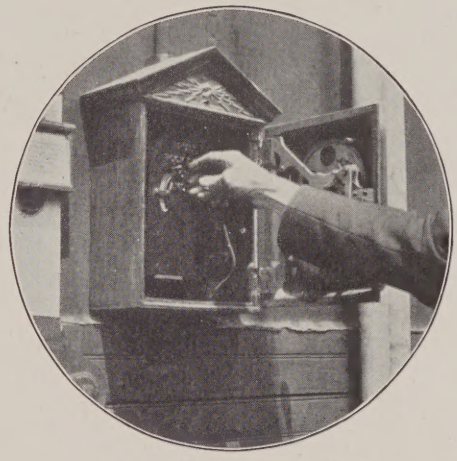
In Picture and Story, Frank Fisher and the Editor Give ABC's of Protecting Your Job

STRANGE, isn't it, how some people seem to be afraid of fire-alarm boxes and extinguishers of various kinds? Perhaps it's because they don't understand these things, and in that case the fear may be excusable. But in reality they are quite simple. They are easy and safe to operate. The cost of using them is trivial as compared with the saving if a fire is averted through your quick action in turning in an alarm or using fire-fighting equipment.



You Must OPEN the Door

How to Turn In An Alarm



And PULL DOWN THE HOOK

Let's begin with the fire-alarm box. Of course you've seen one before. Do you know where the nearest box is located—both to the place where you work and to your home? If not, find out before another day passes. But to return to the box. All fire boxes, in this section at least, have a door, which must be open when turning in an alarm. In some cases, when you turn the handle to open the door, a bell rings. Pay no attention to it. Its only value is to warn passers-by that an alarm is being sounded, and thus keep away mischief-makers who like to be "funny" and turn in false alarms.

Now we have opened the door, but remember, we have not turned in an alarm. Inside the box, at the top, is a hook. Put your finger on this hook, pull it away down, and let go. That's all. The fire department does the rest. After you have pulled the hook, it will save the firemen time if you run to the mill gate and direct them to the fire.

What happens when you pull the hook? Well, it sends an electric current along the wire to the engine house. There the current passes through a complicated and delicate machine—so delicate that it is kept in a glass case. This machine is so arranged, with wheels and gears and things, that when the current comes from any box connected with the machine, it immediately sets to work, starting another apparatus that blows the fire whistle the right number of times, exactly.

Be sure you understand—to turn in an alarm, you must open the door, AND pull down the hook.

But sometimes it happens that when a fire starts there are enough people present so that they can fight it themselves. Knowing how to use fire-fighting apparatus may enable you to save the company many thousands of dollars, and keep you from being thrown out of work. The mills in East Walpole and Norwood are equipped with nearly 200 separate pieces of fire-fighting apparatus. If you do not know where the extinguishers, fire pails, or fire hose are located in your department, ask your foreman or department head at once.

Back at the beginning of this story it was said that people were afraid of alarm boxes and extinguishers. They seem hard to use—and dangerous. But we have seen that there is nothing easier than turning in an alarm, and right now we're going to find out that fire-fighting equip-

Frank Fisher operating a Badger extinguisher. Insert shows the Badger ready to use

ment is both easy and safe to use. It must be. When a fire breaks out it is seldom that an experienced fireman is right there, ready to tell people what to do.

Putting Out a Fire

Suppose, for instance, that a fire breaks out in the stock sheds near the railroad siding at our Main Mill. There are several men working there. One of them sees the fire burning in a little pile of paper. He runs to the post where a Badger extinguisher is hanging, takes it down, turns it bottom-side-up and plays the stream on the fire. The blaze, which might have developed into a real rip-snorting "three-alarmer," is forced to give up the ghost in short order. Time spent, less than a minute. Money spent, a few cents. Time and money saved—anywhere from three hours to several months, and from 500 up to a good many thousands of dollars.

Don't be afraid to use fire extinguishers. Don't wait for the sprinklers to start. They are put there to drown the fire when no one is around to put it out. But it takes time to shut off a sprinkler and it is a known fact that in many fires the loss caused by water damage is far greater than the loss caused by things actually burned.

Coming back to the extinguishers, let's take a minute or so and look 'em over. Take the Badgers and Foamite-Firefoams first. There's a picture of a Badger in the upper left-hand corner of this page. The Foamite-Firefoam looks just the same. In that same picture Frank Fisher is demonstrating, better than words can tell, how simple the Badger or Foamite-Firefoam is to operate. Just turn it upside down, and play the stream on the fire.

The 40-gallon Badgers and Foamite-Firefoams are just as easy to use. "At rest" they are standing upright. To use, tip down at an angle, open valve on nozzle, and play stream on fire.

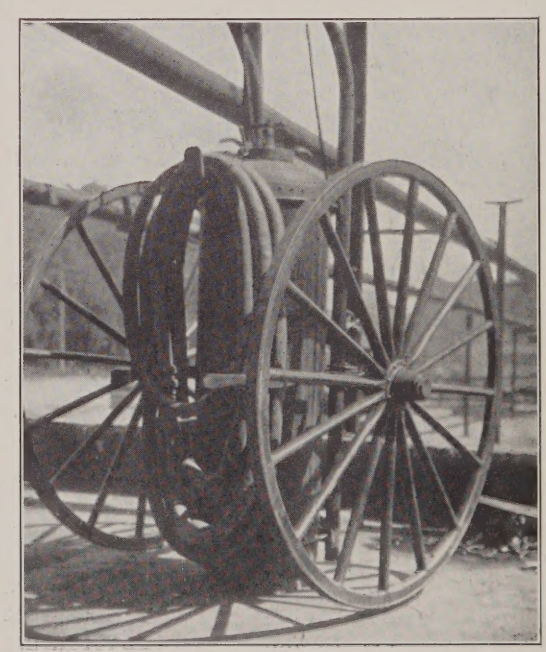
Work It Like a Pump

The other type of extinguisher is the "pump" type. There are two kinds, the Pyrene and the Fire-Gun. Both operate in practically the same way. At the top of page three Frank is showing us how to use the Fire-Gun. Nothing simpler—give handle half-turn either way and work pump-fashion. To use the Pyrene—give handle half-turn to left, and work pump-fashion.

There is just one thing to remember in using an extinguisher. If you are fighting an electrical fire with either a Badger or a Foamite-Firefoam, TURN OFF the current before you use the extinguisher. The Pyrene and Fire-Gun are safe to use on any kind of fire.

Practically all fire extinguishers work on the principle of smothering the fire. That may sound strange to some of us, but that's just what happens. Fire needs air. The mixture in the extinguisher acts as a sort of blanket, and shuts off the air. Result, fire gasps, flickers, and finally gives up in disgust.

Naturally, all of this information and instruction is based upon the assumption that the fire is one which has been caught at the start. If, when you discover a fire, you have any doubt regarding your ability to handle it, turn in the NEAREST alarm. If there are other men within reach, inform them quietly of the fire. While



A 40-gallon Badger

Here's a Fire-Gun

And here's the way to use it

you are turning in the alarm they will be free to fight the fire.

Of course such action may sometimes mean that the town or mill fire department, or both, will reach the scene and find the fire out. But the time and expense thus involved is as nothing compared with the sure averting of what might prove to be a conflagration.

For your convenience, we are listing the mill and town fire-alarm boxes. Run through the list and see which one is nearest your place of work. Mark it down on your memory and keep it there.

Main Mill, Town Boxes

653—Coal Pocket (near Main Office)
654—Repair Shop (near Mill Office)
655—Fire Pump House (near C and D Engine Room)
656—At Finishing Mill (near New Box Shop)

Main Mill, Mill Whistles

A and B Engine Room (near the chimney)
C and D Engine Room (near the pond)

To turn in a mill alarm, run to the nearest engine room and tell the engineer to tie down the whistle.

Floor Covering Plant

Town Box, No. 7 (in roadway, on Finishing Building)

Mill Whistle—Between No. 1. and No. 2 Print Machines (near time clock).

To turn in Mill alarm, run to whistle rope, indicated by a sign, and fasten down the rope.

Building and Roofing Mills

Town Box, No. 5 (near Boiler Room)

Mill Whistle—in Boiler Room.

To turn in Mill alarm at FB, run to Boiler Room and tell the engineer to tie down the whistle.

Take Along Your Kodak—Send Back Snaps

ARE you looking forward to your vacation—a swift running brook, rushing over the rocks and forming deep dark pools along the banks? A sudden jerk on the line, tense moments of battle, and then—the thrill of the catch?

Or do you picture a sandy shore, the tumbling sea—turquoise and emerald capped with snowy white? Or a camp in the mountains, with the tang of wood-smoke in the air—and the fragrance of towering pines?

But enough, enough. If this reaches you on a hot day with your vacation weeks away, you may wish to murder the editor, and then there might not be any vacation picture contest.

Last year's contest brought forth some good ones. This year they ought to be even better. The first prize picture will mean $5.00 for the taker. Second and third prizes will be $3.00 and $2.00 respectively.

Now for a few suggestions. The most interesting pictures are of people, or those which have people in them. If the people are doing something, or seem to be doing something, it makes a better picture than one taken with the subject looking directly at the camera. In taking pictures, try to have plenty of light on the subject. (No pun intended.) Light is motion—with it your picture will seem clear and lifelike.

The rules of the contest are as follows:

1. All pictures must be sent to the editor not later than September 15.

2. Pictures must be taken by amateurs, who are also employees of Bird & Son.

3. The sender's name and address, together with a brief description of the picture, must accompany each one.

Roofing Machine Crew Attains 53-Day Perfect Production Run

PRODUCTION records that are made by special effort are certainly commendable, but one that holds for 53 consecutive working days is even more so.

From left to right, Dominic Treventi, Dominic Cisternelli, Mike Ciociola, Antonio Francesco

Dominick Treventi, machine tender on FBPM6, and his crew attained a production that was over standard every day for this length of time. The fine performance was broken only when he got a run of special paper which required such a slow speed that he was unable to get the 100 per cent mark for the day.

Treventi was born in Italy, and came to work for Bird & Son in 1912. Those who work with him on the machine are Dominick Cisternelli, Mike Ciociola and Antonio Francesco.

Correction

OWING to an error in preparation of copy, an article in the May *Review*, headed "New Corrugated Plan Produces 45 Carloads," contained figures on the number of corrugated or solid fibre cases that could be made from 100,000 feet of logs.

This figure, which was given as coming from the Mellon Institute report, should have been 1000 feet.

"Spring Car" Fever Has Hit—

A. W. Mellin—1924 Chevrolet Sedan.
Ralph Hight—1922 Marmon Speedster.
D. E. Merrill—1925 Standard "6" Studebaker Coach.
Lawrence O'Rourke—1923 Ford Roadster.
B. L. Sears—1925 Ford Coupe.

Dennett Reports that Europe Is Showing Slow Improvement

Extracts from report of Mr. Phillips Dennett, Bird Machine Company, on trip to Europe, March and April, 1925.

INDUSTRIAL conditions in Europe are unquestionably improving, but I can't see anything but a long, slow pull with a lot of trouble mixed in. England's problem is, I judge, the worst, and I don't see how they can solve their problems of unemployment, high taxes and lack of markets unless Labor has a change of heart which will reduce cost by increasing output, or there is a great increase in emigration to the colonies. Neither Capital nor Labor is getting much return for its work. They are very much farther apart, I judge, than they are in any other country that I have seen, much more so than here.

Norway and Sweden are in fair shape industrially, though still feeling severely the heavy losses which they suffered in speculation after the War.

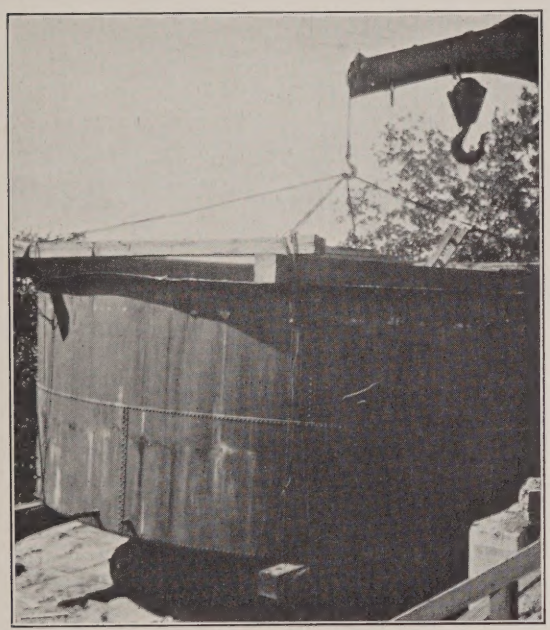
The surplus of industry was greatly reduced, and in many cases wiped out. Practically all industry still is dependent on the banks, and while they are making progress, it will be some years before they get out of the woods. At least, in these countries everybody is working. If it weren't for reparations, I think Germany would be in the best shape of any European country. Everybody works and everybody seems to realize that the only way to make up losses is by working harder. This applies both to Capital and Labor. Perhaps they are really just as far apart as in other countries, but if so, Labor is perhaps more amenable by reason of its disciplinary training of the past. Many fortunes were of course wiped out by speculation in marks, and by cancellation of the internal debts. At the same time, everybody is working, and they are bound to get ahead because they are now, as they always have been, willing to work.

It is hard to see, however, how any improvement in Europe is going to be accomplished without our paying a sizable share of the expense. In every country they are hunting for export business as the easiest, quickest remedy. They are looking not only for a larger share of world trade, but searching for every possible hole in our own tariff wall. If our opponents of tariff could get this first-hand, I think very few of them would remain opposed. In fact, a trip to Europe might be good medicine for all our discontents. Perhaps no American fully realizes how lucky he is to live here until he sees the contrast of Europe.

Some Tank—Some Job and Some Weather!

ON one of the hottest June afternoons in the history of man, the railroad derrick "Providence" hove in sight along the track, puffed its way to a place near the new FF paint manufacturing building, took one look at the asphalt storage tank down below the bank and said, "Huh, kid, watch me give you the highland fling."

The tank remained silent. The derrick crew got busy. Finally all was ready. The foreman blew his whistle.



Up she comes!

"C'mere you!" said the derrick, giving a mighty heave.

A sharp crack, followed by the whistle of a broken cable were the next sounds, unless one had keen hearing, for it almost seemed as if there was a deep-throated chuckle from the depths of the tank.

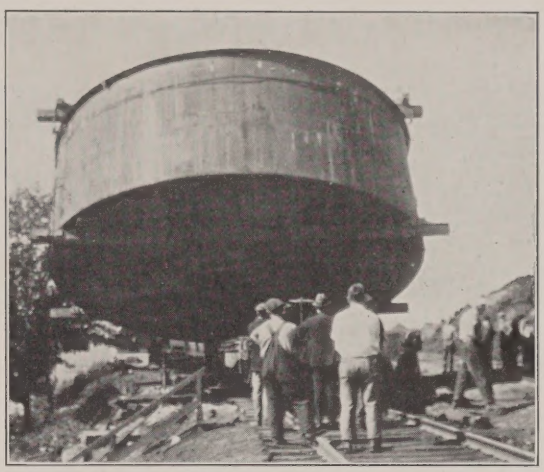
A council of war was called and it was voted that a larger hook would do the trick. Those who had nothing to do but give advice and take pictures retired to the comparatively cool shade.

The large hook arrived and was attached. The derrick swung its boom out and over. The hook was placed beneath the cables. Once more the foreman put the whistle to his lips. The derrick chortled fiendishly, "I've got you now, I've got you now!" The tank remained silent.

The foreman drew a mighty breath.

"Hi!" shouted someone, and down the track came a man waving a piece of paper. He rushed up to the foreman and handed him the paper.

"Whoa, boys," said the foreman. "Drop this and get ready to go to Mystic, Conn. There's



Supposing it should drop!

two lines blocked."

A half hour later the "Providence," puffing vows of vengeance, disappeared below the East Walpole station.

"Haw, haw, haw!" boomed the tank.

Did they finally move it? Oh, yes, a week or so later the same preliminaries were enacted, save that this time the little "Readville" came to do the job.

And this time 'twas the tank that laughed. "You little shrimp," said the tank, "you couldn't lift me in a month of Sundays. Why, I'm 30 feet in diameter, 10 feet high, and I weigh all of 13 tons."

"Thasso?" said the little derrick.

The foreman gave the signal. The derrick gave a heave. The tank gave a jump.

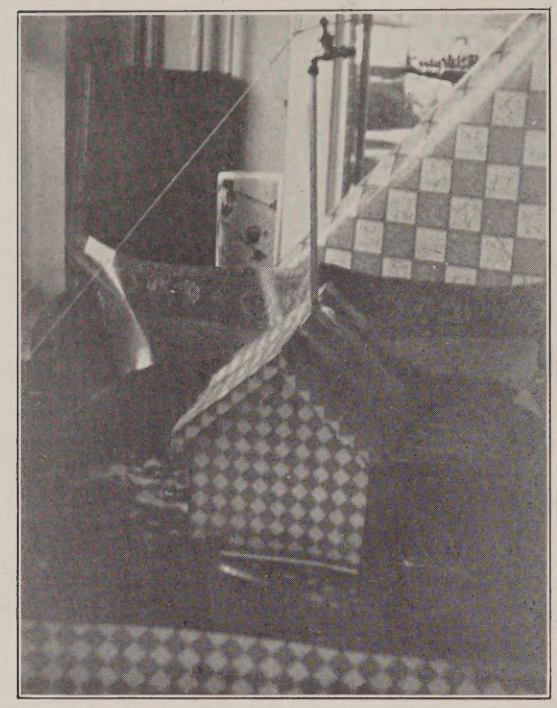
And, to cut a long story in halves, by eight o'clock that night the tank was gently but firmly deposited in its proper resting place beside the track, near the asphalt stills.

From the bottom of the tank came grumblings: "Little stiff! think you're smart! why, if only—" Followed by more that is unprintable.

"Tootle-too, old deah!" whistled the "Readville."

The "Readville" in action

Sales Service Has Unique Window Displays



Left, section of faucet display in window of W. G. Shaw, Quincy, Mass. Above, part of the crowd that watched a faucet display, installed in Macy's, New York

IT is indeed interesting to see the increasing attention paid to the type and get-up of window displays—interesting because of the fact that although many merchants would hesitate to pay much rent for a store without windows, still, when they do hire a store with windows, they pay so little attention to the general arrangement of the windows. In a great many cases the chief idea seems to have been to get as much material into a window as possible regardless of appearance.

For over two years Floor Covering Sales Service has been devoting a considerable portion of its time to the development of attractive and powerful window displays. No display is accepted as final until it has been tested in a number of small communities. Then it is that the more popular displays are featured throughout the country.

The duck window display, for example, has appeared this year from Maine to Florida and the results have more than justified our belief in this form of advertising.

The faucet display is not a new idea, but has been adapted to the showing of our floor coverings in such a way as to secure most unusual attention.

The display consists of a house, built out of Neponset, and placed in the middle of a pond made by placing a Bird's Neponset Rug over a frame and pouring the water on to the rug. Inside of the house is a motor and pump. The water is forced up through a glass tube into a faucet which is suspended from the ceiling by a wire. This faucet then reverses the flow of water down over the outside of the tube and the roof of the house into the pond. It is almost impossible to detect the glass tube. The crowd will study the window trying to guess how the display works.

Other mechanical displays are being developed through the assistance of the Floor Covering Machine Shop and will be described later.

Oh, Man!

The hour was rapidly approaching closing time, and the salesman was thoroughly worn out.

Still, he was a good salesman, and the customer before him,—a lady faultlessly attired in next year's fashions—had all the appearance of being a profitable patron.

Cheerfully he unrolled and re-rolled piece after piece of Neponset Floor Covering, but all to no purpose. Nothing, it seemed, could satisfy her.

"I'm extremely sorry, madam," said the salesman, "but I am afraid I have shown you all the Neponset I have in stock. Of course, I can get some more up from the warehouse, if you care to call again tomorrow."

"Yes," agreed the customer, "perhaps I'd better leave it that way. You see, I want quite a small design—something suitable for the floor of a canary cage."

"I vant some pepper."
"What kind, please—Cayene, black or white?"
"Na, I vant writing pepper."

Race in Safety League gets Closer; EM—ER still in Lead

ALTHOUGH their perfect three-months record was marred by one accident, EM and ER are still at the top in the "Safety League."

In general, the record looks good. The averages, figured on a basis of the number of employees, number of accidents and total time lost, are becoming better every month. The largest number of accidents in any one division was three. With other months showing five, six and even more in one division, this shows what can be done if care is taken.

But while you are striving to keep your department up among the leaders, beware of false courage. By this we mean neglecting to report when you are hurt, for fear it will cause lost time and a consequent lowering of your department's record. Neglecting to report is no mark of courage and it may mean that an injury, thus neglected, will cause you more trouble in the end.

Standing for May

Dept.	No. Emp.	Accidents	Days Lost	Standing
EM and ER	157	1	3	.969
FF	274	2	7	.962
FB	240	1	11	.959
FX 1 and 2	305	3	8	.954
DF, DM, DV	237	3	9	.939
DP	197	1	20	.922

Vacation Time

By Edith M. Haslam, R.N.

SUMMER time, vacation time, the time we have planned for, saved for and, if we have had a particularly hard winter, lived for.

I will start with the tourist. More and more people are taking that popular way of spending the longed-for two weeks. Avoid the tourist camps where sanitation is not adequate to the number of people camping or where it is not even sanitary. Avoid drinking water from country wells and the roadside stream; that innocent-looking roadside stream may have been polluted by some other tourist.

It is better to carry water in bottles or a jug from some place that you know has been passed by a health department than to take chances. Although the percentage of typhoid is low in our cities, it does lurk in our outlying districts where the tourist may stop for a night's rest from travel. Remember that typhoid is carried by unclean drinking water, milk and poor sanitary conditions.

Carry a first-aid kit. It is well to be prepared for minor scratches and injuries when traveling. A cigar box can be fitted up to hold all that may be needed as follows:

Small bottle of iodine
Bandages

Keep garage windows open when working on your car

Adhesive
Gauze or clean pieces of linen
A tube of ungentine for burns, sunburn, etc.
Safety pins
Aromatic spirits of ammonia

For the vacationist who does not motor, but goes to a beach or hotel for his vacation, we do not want to write DON'TS; but just a little kindly advice may help make that two weeks more enjoyable. Avoid overeating and late hours. If you come back tired out, you have missed the opportunity for which that vacation was given.

Remember that the water is most attractive, one and one-half to two hours after eating—not before. If you enjoy the water and still do not know how to swim, stay within the limits for non-swimmers. If you do get beyond your depth, do not get panicky. Remember that the water will buoy you up. By relaxing you can float and gentle motion of the arms will being you to shore. Many people are drowned by forgetting to think at a critical time, or by going in the water too soon after eating. In doing this latter thing, the blood is forced from the stomach and indigestion or cramps result.

Remember that sunburn is a first degree burn and needs treatment as such. It is foolish to try and get that coat of tan in one day. Make it a gradual thing. Protect the skin if you want to sun-bathe all day. Sunburn often reacts and causes one to feel actually ill.

These suggestions are not hard. They are good common sense. And with it all, we wish you the best vacation you have ever had.

The
NEPONSET REVIEW

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The *Neponset Review* will gladly publish communications, suggestions, photographs, or articles of interest to its readers.

Address all correspondence to the Editor, *Neponset Review,* East Walpole, Mass.

Scalping "Big Business"

IN a recent interview in Collier's magazine, Henry Ford, reputed to be one of the richest men in the world, gives the lie to those who would "take the hide off" the men who menace our country and our prosperity, namely the "capitalists."

These tomahawk wielding gentlemen of high and low degree work on the assumption that the more you tax "big business," the better it will be for the down-trodden public, which includes, of course, the workingman.

But these would-be scalpers are unable to produce any convincing argument to show why Mr. Ford should be deprived, say, of half what he earns each year. In fact, they are in about the same position as those who yell "Kill the umpire," at a ball game. Why? Oh, no particular reason, except that they don't like him—he called a decision in a way which seemed to some onlookers to be not exactly correct.

The difficulty in which these people find themselves is, that they can make no criticism of what Ford does with his money. In comparison with his income, his living expenses are ridiculously small.

By far the greater percentage of the earnings of the Ford company go directly back into the business, to be used for enlargement, greater production, a consequent greater demand for labor, better wages.

The monthly letter of the National City Bank of New York puts it this way: "Over and over it has been explained that even in the instances where high (tax) rates are actually effective and taxes are paid, the public gets from the rich men less than it would gain if it allowed him to keep it and use it in industry.

"The chief difficulty in all this discussion and in the broad discussion of wealth distribution is in getting a general understanding of the community value of private wealth. These taxes, heavy as they are, seldom cut close enough to compel any personal economies by the tax-payer. They do not effect his living expenditures, but merely reduce the amount he would otherwise invest in the expansion of industry."

Worth the Effort

THE drive for $200,000 to build a new unit for the Norwood Hospital resulted in an oversubscription. Work on the new hospital will probably start immediately.

While the final returns giving the total subscriptions of Bird & Son employees are not available, it can certainly be said that this company did wonderfully well.

"Drives" of any kind are never popular, either with those who solicit or with those who are solicited. In either case it is ever so much easier to leave it to the mythical personage known as "George." But the unfortunate part of it is that the "Georges" are all too few in number.

That being the case, it is invariably necessary for a certain group to take off their coats and arm themselves, figuratively at least, with double-barrelled shotguns and go out on a more or less still hunt after the rest of the populace.

But isn't it worth while, after all? Perhaps you may have said, during the drive, "But I will never need the hospital." No? It is quite likely that the great percentage of those who read this have never yet needed their local fire department. Supposing that tomorrow the entire force decided to take a two-months vacation—then what?

You have no more chance of knowing when you will need the hospital than you know when a blaze will start in your house, and you will expect to see the engines on the spot in three minutes. You demand and are willing to pay for adequate fire protection. You are entitled also to health protection, which means not only that you yourself may have a place to go where you will be properly cared for, but also that others may have the same—that the health of the community of which you are one may not be endangered.

What'll We Call It?

In response to an unavoidable demand we are undertaking a "funny" column. With considerable hesitation. It is hard work to be funny. And the editor has enough hard work now. That's the first joke.

The next one is better. We'll let Steve Surpont of FF tell it in his own words: "Lotsa nice people everywhere—catch some in church, too. You know last Sunday I was in church, one hand raised in prayer and some other fellow's hand in Stevie's pocket—goodbye sixty dolla! Lotsa nice people."

All the regular newspaper colyumnist has to do is to use the scissors and paste on what other people send in. So here's the first contribution:

The "Willer Pole"

By Ben C. Robinson

It seems but a couple o' days ago
That we loved to hurry down
To the place where the willows used to grow
And the red chubs loafed around.

A "willer pole" and a can o' bait,
With a little o' Dad's sweet-plug,
And 'twas only a jiffy you had to wait
Till the bobber went Kerchug!

Ah, those were the days of fishin' sport,
And a lad was pretty sure
Of comin' back with a good report
On the "garden hackle" lure.

A "willer pole" and a can o' worms,
With a heart as light as you wish—
And a song in the fields where memory turns,
Of the days when we used to fish!

Here's another FF story. It happened there one Sunday, as a tall, good looking gentleman swung down "5th Avenue" and was met at "42nd Street" by the watchman. (The conversation is ours.)

"Where you going?" inquired the watchman.

"Oh, just through the mill."

"Got a pass?"

"No," replied the visitor.

"Gotta have one."

"I guess it'll be alright if I go through."

"Nix, nothing doing. No checkee no walkee. Say, who are you anyway?"

"My name's Montgomery."

"Oh!"

Famous Sayings

Miss Meyer—"No, Mr. Rogers is not in. Shall I have him call you?"

Ben Rogers—"The meeting will please come to order."

Frank Fisher—"So I took it up with Mr. Wyman, and he said—"

Bill Kohler—"What goes on here?"

"Monty"—"Why?"

Sawyer—"———" (complete silence).

Telephone operators—"You'll have to look up the number."

Contributions for this column, as well as suggestions for a name, are highly welcome. Be sure to give department initials with contributions.

The King Fisher

Here we are at the next bird cage
And see who we have here
With his piercing eye on you and I
He fills the heart with fear.

He dashes 'round with rapid strides
To see what he can see
And he'll run and look in every nook
With great intensity.

If you watch him close while out of sight
You'll see him from afar
Grab a bag or oily rag
And softly say "A-HA!"

Now lest you get a wrong idea
We really must confess
This hawk eyed bird with scarce a word
Stops many a wicked mess.

He puts out fires before they start
And keeps the place all clean
You'll travel far to match this star
He's just the best we've seen.

Jerry, the Office Cat.

Important!

We intended to have something about our newest office, in San Francisco, in this month's Review. The day following the "dead line" we received their copy—too late for publication. Next month, if possible, we'll give 'em a real story.

Notes From Plants and Offices

Paper Mills

East Walpole

No 5 machine made a name for itself this month when it produced 111 tons in a single day. This ought to be somewhere near a world's record.

Jawn Houlihan ("little Pal") and Gray are planning a fishing trip in Canada, in July.

John Costello is coming to be known as the "King of the Gaelic football players." He sure does wield a mean foot.

Bob Morse's famous smile has returned. His girl must have done the same.

The new board walk on the "Shore Line Railroad" has been completed. The tractor drivers say that it's as good as a concrete road.

Maintenance

Nelson Boulter, a fellow worker since 1906, died during the month. We extend our sympathy to Mrs. Boulter and family.

Kay desires to tell the follow who slandered his car in last month's *Review* that every other car on the road is a Buick, and his is the one that follows the leader. If you want to get there—ride with Kay.

Freddy Duncan is home from Carnegie Tech for the summer and is at work in EF.

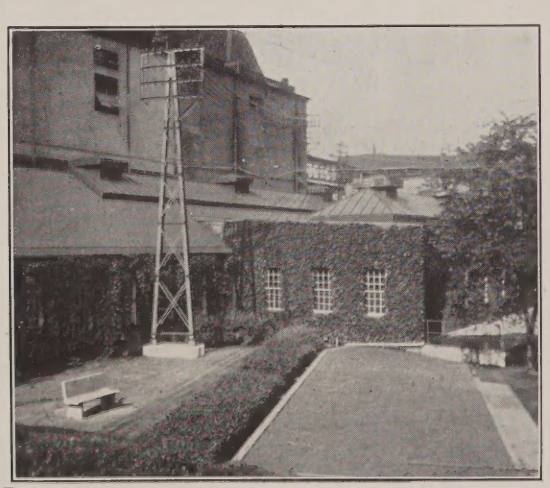
Most everyone around the mills is a draughtsman nowadays, judging from the sketches that come in to EF and other places. And then they wonder why the shop can't read them!

After several weeks of waiting, we finally saw Bill Kohler's car again. The garage man certainly did a good repainting job, but we bet he swore trying to remove the coat of sky-blue house paint that Bill put on.

Emil Sigmund is our expert fisherman. He always comes home with the largest catch. A party of three went to a secluded spot for trout. The trio got six for a total. On reaching home Emil had 5 in his bag, leaving the other lone fish to be divided among the other two fishermen. One way or another, says Emil.

Box Shops

Harry Tower has returned from his fishing trip in the wilds of Maine, where he covered considerable water in the Tower Collapsible Canoe. The canoe was alright, but Harry made one miscue, while prowling through some bushes on the riverbank, resulting in an unwanted swim. This same gentleman mailed back the supposed tail of a salmon, but close observation in the Box Shop office seemed to make it the tail of a Cape Cod turkey. Tower has taken several photos which, when developed, will decide the issue.



The "swimming pool" in the Mill Office yard has been filled in

The float that represented Bird and Son in the Quincy 300th anniversary parade

David Heylin took his vacation in Swampscott, and says that judging from the temperature of the water at the beach there, Amundsen has nothing on him.

Francis Donlan was married during the month and left on June 20 for a wedding trip. Upon their return Mr. and Mrs. Donlan will live in Norwood.

Arthur Colburn has been taking his vacation on Saturday mornings, to make it last longer.

If you want to enjoy yourself some Thursday evening, take a trip to the Walpole band concert. In addition to the music, there is the picture of Gladding, all dolled up in white, presiding over the hot-dog stand. And the funny part of it is that he doesn't have the usual "line" to sell his wares. As a silent salesman, he's a wonder.

Phillipsdale

Phillipsdale is getting to be quite a dangerous place for those who desire to go through this life unencumbered with the "joys" of marital strife. Last month we were quite pleased to have the news of one wedding to report, but this month there have been three, with indications of more to come. First, Allan Long and Miss Jennie Bowser of Providence were married on May 27. Then Jimmie O'Holleran and Miss Catherine Tuffy of Pawtucket were married on June 3 and then our chemist, A. Herbert Chamberlain, signed up for life with Miss Catherine L. Scheufele of Natick, Massachusetts, on June 8. All went away on short trips (as such people do) and Phillipsdale wishes them the best of luck and happiness.

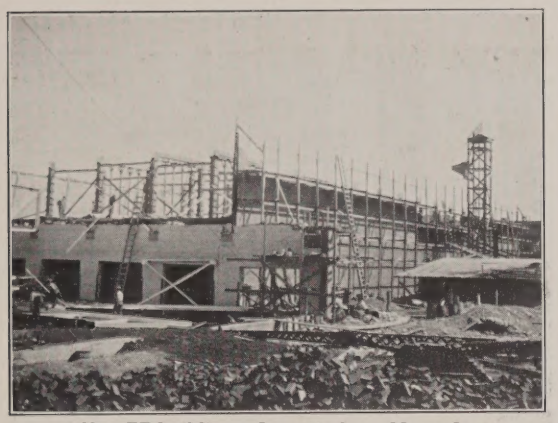
Announcement has been made of the engagement of Miss Amy Jane Sanders of Dorchester, Massachusetts, and Thomas G. Henderson.

With all this going on we want to know who is leaving the roses on Miss McKenna's desk every morning.

The cement platform which has been in front of the office for so many years was removed, with the result that the road to the cutter room is wider and the appearance of the front of the office is improved considerably.

The cutting and sorting rooms are all dressed up in a new coat of paint and look pretty nice.

The roads around the mill have lately received a layer of oil. This isn't so good at first, but a few days of bad walking can be easily stood when we realize how much the dust will be cut down for the rest of the summer.



New FF buildings, June 20, from Morse Street

The week of June 18 the mill made an average daily production of 92.2 tons. This is another record broken and we're still going strong. It might be mentioned that the record production for one day referred to in last month's *Review* was not in this week, and that the production would have been still higher had we been allowed to run a wider deckle. This good production is the result of the splendid cooperation among ALL the departments and is a matter for which the mill as a whole is proud.

The fifth iron beater tub has just been installed in the beater room. There are now only three wooden rag beaters and they will be replaced as they wear out.

We have just learned that Joseph Brago and Miss Mary Cabral were married on June 15. This makes the fourth this month.

Pont Rouge

No notes were received from Pont Rouge this month.

Roofing Mills

Norwood

Joseph Steponivich has joined the forces at FBV. Hope they don't let him drive a tractor.

William Joseph Bothwell, clerk in the Shipping Department, and Miss Arline Rediker of Framingham were married on June 16 at St. Catherine's Church, Norwood. After enjoying their wedding tour to distant states, Mr. and Mrs. Bothwell will live in Norwood.

Work has been started on the installation of a Cottrell precipitator. When completed, it will be used to take the oil from the fumes at the still.

Ike Miller is now driving an open-face car (stem-wind and stem-set, also?).

George Smith has been whiling away a little time in the Norwood hospital.

Admiral Driscoll's gardens are in full bloom. During the month he rescued another log from the waters of the Neponset, but he managed not to fall in himself this time.

Ray Call reports a fine mess of peas on the 17th of June.

Some low-life has appropriated a vise belonging to the machine shop. Dick Stoddard, fingerprint expert and sleuth de-luxe, reports progress on the case.

Deputy-Chief Mike Sheehan attended a fire in the FF dump. He was all dressed up, and enjoyed showing everyone how to reel hose without mussing your store clothes.

Warren Manson finds the fire-fighting business rather dull just now.

Congratulations are due the boys at FB for their quick work in putting No. 1 saturator pan in order. They removed ten sets of coils, cleaned them, and put them back in place with nary a leak—all in two days. The original installation alone took three days.

"King Tut" and Carl have been repainting the machine shop, and have been taking turns at playing "boss.' Each day was started off with, "Well, now, let's see, who's boss today?"

Doc Watson says that those tires and tubes you can buy from Mike Hawkins are some travelers. He knows. Doc ordered some from Mike and when they came he carefully parked them beside his desk. In a short time tires and tubes were missing. He located them at last, put them beside the desk again. One half hour later they were missing. Once more Doc went on the trail, found the wandering tires, and this time locked them safely in his new sedan.

At the band concert in Foxboro last week some of us who attended were met at the entrance to Foxboro Common by our genial Dick Stoddard, arrayed in knickers, sweater, diamond pin, cigar and all the other paraphernalia. Just then a little boy's voice piped up, "Mamma, does that man own the Common?"

Harry Dresser lighted his pipe in a New Jersey gale not so long ago, and the flying sparks burned a hole in his wife's new dress. Now that Harry has his grindstone guard perfected, he is studying up a spark arrester for pipe-smoking autoists.

Paul Krukas and John Alexandrovic are in training for a wrestling match at the next Old Timers meet.

James Porshinsky is celebrating his annual vacation with music and song, but Jim doesn't believe in dressing up for a vacation.

Windi-Citi-Grams

Both "Dutch" Jansen and "Shorty" George with their respective machine crews are putting over so many "non-stop" runs that we are only going to list the days they do not accomplish their object.

Bob Brebach shaved his mustache and now his only trouble is his Paige.

N. H. Foster, formerly of our East Walpole Built-Up Department, was a recent visitor. He is now in the complaint department of the Johns Manville Company in New York.

"Arch" Downey has the smile that won't come off on his visits here, and why not?—well, look at the increase in Designed Roofing Sales, there's the answer.

L. E. Westerdahl is to cover the state of Arkansas left vacant by M. L. Jones' resignation.

Geo. Mallott of the Lab. tried out his Maxwell in Mount Greenwood the other night—in fact it was a trying situation all round—for the judge tried George and it cost him $10.00.

The prize stories of the superintendents' Meet-Up go to Bill Mutch for the one regarding the cow eating the bundle of Neponset Twin Green Shingles, and Kimball was a close second with the one of the birds eating the green slate off of a slate-surfaced roll roofing.

Moving a house to make room for developments in Francis William Park

You want to hear our "Credit duet" of McEachren and Schreen sing that song entitled "Who's He and What's He Got" by Bradstreet. They put a great "touch" behind it.

Messrs. Westcott and Duval, together with a dealer, Mr. Max Nusbaum of Detroit, visited our plant recently.

Larry Doherty has a big broad smile these days and we don't blame him—yep, a little Miss Doherty has arrived.

Harold Altman of our Accounting Department picked June for his marriage and honeymoon.

T. J. Howells is now working in our Traffic Department, while Florence Morman is in our Service Department.

Mr. Hird is to attend the Semi-Annual meeting of the Prepared Roofing Association at Atlantic City on June 24 and 25.

We saw Jim Clemons up in Milwaukee this week. Jim is general superintendent at the Hummel & Downing Paper Mill and Box Board Plant in that city. He hasn't lost his smile nor his characteristic little bow tie.

L. L. Williams sold the first straight car of Art Blendes and was closely followed by C. T. Torrey with one.

Built-Up Jobs

Among the larger jobs called to our attention the past month were D. C. Cary, 450 squares at Hattiesburg, Miss.; Joe Miller, 300 squares on a Milwaukee job; Perry Anderson, with 350 squares on the Lincoln Hotel, Lincoln, Nebr.; Big Boy Williamson, with 340 squares; Harry Clark, with 255 squares. Jess Tuscher had considerably over 1000 on a couple of jobs. MacDonald landed a 500-square order in Huron, So. Dak. There were numerous others not so large, but they all count up.

Mr. Jno. Lind of the Prepared Roofing Association was a visitor this week.

Bob Thurston is now on Jury duty in Chicago Heights.

Arch Julien cut his arm severely on the shingle slitter knives this week and at last reports is getting on well at the hospital.

Business is still keeping its "nose" up hereabouts and present indications appear that it will be steady for the next few months. With better conditions generally in the farming communities, there naturally will be a more optimistic feeling all through the West.

The original Neponset Twins—Reed and Churchill of FB

Sup'ts' Meet-Up at Chicago. Back row, left to right, Wilson, Roberts, Lines, Thurston. Front row, Mutch, Chamberlain and Kimball

Hamilton

Mr. A. S. Downey of Designed Roofing fame paid us another visit during this month and left lots of Art Craft enthusiasm behind.

Our record of accidents has been almost perfect for a long time. Two of out most experienced men, Dave Jennings and Wilfrid I. MacCarl, had the misfortune of having their hands caught in the rolls of the Wallboard Printing Machine during the month. These accidents should serve as a caution to all employees to be more careful.

Bert Thompson, our salesman from the North, spent a day with us during the month.

Mr. C. P. Cowan and W. A. Mutch spent three days in Chicago attending the Superintendents' conference and returned full of new ideas, but without the Hird Gold Trophy.

Some time ago we prophesied Marjorie Brunton would be leaving us. It has happened. Robert McLaren, connected with the Chevrolet Motor Company, is the man responsible. The office staff expressed themselves by the presentation of an electric percolator, carrying their good wishes.

We are glad to welcome Martha Taylor into our organization. Miss Taylor is taking Miss Brunton's place in our Dictaphone Department.

To the Hamilton Garage, it is just one new car after another. A Chevrolet coach belonging to Burt Page is the latest.

The Shipping Department is proud of its new platform and think it worthy of mention.

The matrimonial bug has hit the Hamilton Plant. The June 17th issue of the Hamilton Spectator explains to us why Harold Lansfield Balch has been using such forceful arguments during the lunch hour on the question of "To Marry or not to Marry."

The Employees' Association propose making a tennis court for those enthusiasts who are planning to enter the first international tournament of Bird & Son, Ltd.

Floor Covering Plant

Norwood

Nordeo Ekabello is back from a six-months' trip spent in Italy. He brought back a flock of funny-looking cigars for the boys, and insisted on giving them out to everyone, even Ed Lines. Wight got at least six—he gave Nordeo his job again.

Rouillard is taking his vacation in pieces—a day here and a day there. Mebbe it happens that every time the weeds get high in his garden he takes a day off to get rid of 'em.

Miss Costello, known far and wide as the best-dressed woman at FF, is ill and unable to work for a while. Her place is being filled by Miss Gifford.

Polishing up the Main Office flagpole

Reynolds is again in charge of Undercoat.

L. M. Van der Pyl is back to work after an operation.

Adolph Swanson, our red-faced outside day "officer" hollered long and loud for his police badge. Finally he got it. Now he is very busy keeping it shined up.

His latest lament is that he has not got a six-shooter. A man carrying a nice flexible board came up behind Swanson and slapped the ground good and hard, scaring our noble custodian of the law. Had he a gun, who knows what would have happened?

Swanson said, "I guess someone is yust trying to scare me."

Mitchell and Thackaberry returned from their vacations recently. The first of these gentlemen almost had an extra welcome, in the form of an extra week's pay, which shouldn't have been sent down but was, only to be caught by the eagle eye of one Mr. Rouillard.

Chicago Floor Covering

Bob Barney has decided to be a lawyer and is now with Gardner, Foote, Burns & Morrow. Now that he has covered a lot of floors with Neponset, he probably intends to cover a lot of ground in the law work.

B. I. Hindmarsh, the former Illinois salesman, has come back into the office to take Mr. Barney's place in the Inside Sales Department. A. G. Haberstroh, formerly the Missouri salesman, is taking Hindmarsh's territory in Illinois.

The usual summer complaint is loss of weight. Hagenbuckle must be different—he lost six teeth.

Clarice Paul has left the Sales Service Department. It is rumored she is about to be married.

Miss Wittleder is the new member in the Sales Service Department, taking Miss Paul's place.

Miss Drum is now in charge of the files.

Matt Kuhl returned from his vacation in the country just in time to move the Advertising Department from the rear of the warehouse up near what was formerly the stock room. He will now be in charge of office supplies as well as the advertising material.

Our sympathy goes out to Miss Crepps, whose brother, Wilbur, recently passed away.

C. E. Tyson covered his entire Northwestern district recently. This sounds easy, but when you take into consideration that he supervises Colorado, Nebraska, Kansas, Iowa, Montana, Wyoming, North and South Dakota, Minnesota and part of Wisconsin, you realize he has covered some ground.

Main Offices

A baby daughter, Jean, arrived at the home of Mr. and Mrs. James H. Bunker during the month. Bunker's sales in Pariod et al ought to take a jump, now.

Maurice Maher, Norwood High School, '25, is the new messenger from P office.

A shower was held for Esther Foley, VN, on the 17th, in the Rest Room. The gifts were mostly silver and linen.

Margaret Leavitt has gone to Labrador to the Grenfell mission station for three months. She has promised to send back a story telling of her work there. Her place is being filled by Edith N. Haslam.

Roy Springer is better by two days than the other reports that we have received. He ate a mess of peas from his garden on the 15th.

Miss M. A. Ruggles and Miss Lamont are new-comers to CF.

Members of the Traffic Department attended the wedding reception of Paul Sansone June 17.

Carl Borgh has joined CF as a sales-correspondent.

Traffic and Purchasing were among the departments with a 100 per cent score in the Norwood Hospital drive.

Mrs. Taylor is in charge of the Credit files.

Mike Hawkins attended the outing of the New England Purchasing Agents Association and came home with enough prizes, won in athletic contests, to last him a long while. The list included: a travlling bag, shaving materials, toilet preparations of other kinds, and a $5 gold piece, the latter as a reward for being on the winning ball team, to each member of which the New England railroads gave $5.

Bill Murphy, twilight league baseball star, was injured at a game the 19th, straining the ligaments in his throwing arm. He expects to be back on the diamond in a couple of weeks.

Miss McFarland's old fashioned garden is attracting much favorable attention.

Fred Spang says he is a fisherman, but no evidence is as yet forthcoming. Perhaps the new Neponset Market will help him out. (Discount at the market goes with this one.)

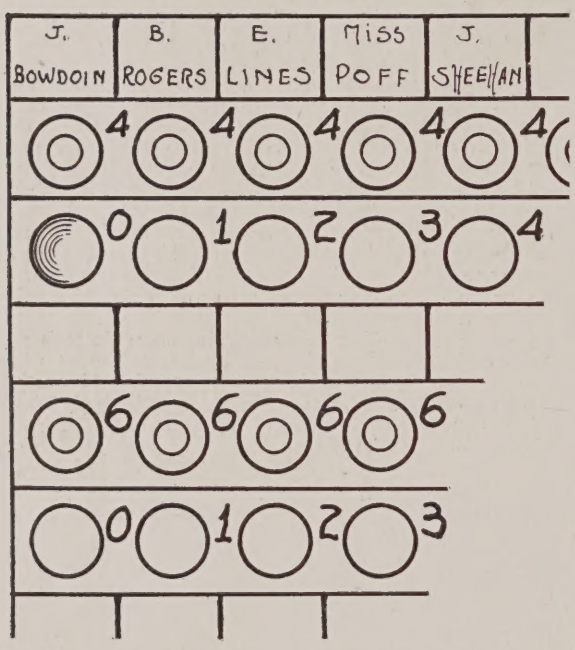
Veronica Honahan, AB, was graduated from Walpole High School recently as valedictorian of her class and winner of the Martha Allen scholarship.

Elsie Gheradi, entrant in the Mercantile Show, held recently by merchants of Morgan City

Number System is Adopted on East Walpole Switchboards

"NUMBER, please!" Sounded like a "regular" telephone office, didn't it, when, on Monday, June 22, the new number system went into effect on the Main Office switchboard? But, then, any board that handles 10,000 and more calls a week is up in the "regular" class anyway.

There has been a good deal of questioning going on as to why the change was made. The *Review* hastens to explain, with a diagram and everything. The diagram shows a section of the switchboard. Starting at the top, you will see little labels on which are the names of people



in the plant who have a telephone, or the use of one. In some cases three or four people use the same 'phone. Below the label is a hole, known as a "jack." There is a jack for every telephone. Below the jack is a light—one for every telephone. Beside each jack and light is a number. The numbers run in order from left to right, in rows, each row having the same first figure. Finally, the entire board is divided into sections, which are also numbered.

The names on the diagram are not in their exact positions as on the real board, but suppose that a call comes in from some other part of the board, and the party asks for "Mr. Lines." Under the old system the operator had to take time to think of Mr. Lines' number, his "ring," find the number on the board, and then make the connection. Under the new system the call comes in, the party asks for a number, and the connection is made in no time, for there is nothing for the operator to memorize.

Vacation Guides and Plenty of Good Reading in Library

FOR those of us who have not already planned how and where we are going to spend our vacation, and also for those of us who have, there are in the Library a number of books which are of real help.

They are mostly in the form of guide books, but the information given is more complete and satisfying. The books cover particularly New England and Canadian points and contain a long list of hotels and boarding houses, with their rates, that will be useful when deciding upon a trip which will conform to your budget. Transportation rates we obtain for you, if not included.

One pamphlet in particular we will mention: it is one issued by the National Civic League and contains a list of boarding places which they have investigated and can recommend. The fares, rates and attractions are listed. It should not be overlooked if you are undecided.

A few books add much to the enjoyment of every vacationist, even if he is not an habitual reader. For rainy days, for half hours when physically tired or when there is nothing just at hand to occupy the attention, a good book is always a good companion and can be chosen in harmony with any mood.

There are books for everyone in our library, for all ages and tastes, and we are glad to lend them for the holiday period. To those who are to be away for a week only, we are willing to lend seven-day books, though we prefer that the fourteen-day books be taken. If you will come to your library you will find something that will add to the pleasure of your vacation.

We suggest a list of good stories, both old and new, which we have on our shelves:

Needle's Eye	Train
Blind Raftery	Byrne
In Chancery	Galsworthy
Mistress Wilding	Sabatini
The Carolinian	Sabatini
Mystery of Red Marsh Farm	Marshall
Room with a View	Forster
Cease Firing	Johnston
Cappy Ricks	Kyne
Diana of the Crossways	Meredith
The Rover	Conrad
So Big	Ferber
Seward's Folly	Marshall
Definite Object	Farnol
White Monkey	Galsworthy
Lady Paramount	Harland
Mysteries of Ann	Brown
End of the House of Alard	Kaye-Smith
Day's Work	Kipling
Many Inventions	Kipling
Fortitude	Walpole
Wood Smoke	Young
Sard Harker	Masefield
Lantern on the Plow	Chamberlain
Picaro	Nordhoff
Leave it to P. Smith	Wodehouse

Veterans' Roll of Honor

WE give below a list of those whose fifth, tenth, fifteenth and twentieth anniversaries come during July, together with the names of our veterans who complete over 20 years' service.

			Yrs.
James J. Geary	Paper Mill	July 9, 1883	42
Elmer H. Bartlett	Special Papers	July 25, 1885	40
Thomas Graney	Maintenance	July 8, 1890	35
Martin King	Maintenance	July 14, 1892	33
Gus Hagman	Maintenance	July 1, 1894	31
James Hammond	Paper Mill	July 14, 1894	31
W. F. Geary	Finishing Mill	July 1, 1896	29
Eric Anderson	Maintenance	July 2, 1898	27
Andrew Mannimon	Bldg. & Rfg.	July 28, 1898	27
James Hadden	Maintenance	July 1, 1903	22
H. B. Fuller	Fiber Case Sales	July 1, 1905	20
Antone Ecklund	Chicago	July 2, 1915	10
Margaret Downing	Accounting	July 20, 1915	10
Joseph A. Sheehan	Maintenance	July 23, 1915	10
May Harper	Accounting	July 1, 1920	5
Ethel Duncan	Mail Room	July 1, 1920	5
Harriet Anderson	Bldg. & Rfg. Recds.	July 1, 1920	5
Lawrence Prouty	Floor Covering Sales	July 2, 1920	5
William Gordon	Bldg. & Rfg.	July 2, 1920	5
Howard S. Whitney	Accounting	July 6, 1920	5
Antonio Arventuroso	Paper Mill	July 6, 1920	5
Matthew Phillips	Bldg. & Rfg.	July 12, 1920	5
Julis Zikar	Floor Covering	July 13, 1920	5
Joseph Voltmer	Chicago	July 13, 1920	5
Carlo Salvatorelli	Paper Mill	July 14, 1920	5
Nicholas Schreiber	Chicago	July 15, 1920	5
Francis Moynihan	Floor Covering	July 19, 1920	5
Elmer Bursley	Box Shop	July 25, 1920	5
Beatrice Hammond	Accounting	July 26, 1920	5
Manuel Mello	Phillipsdale	July 28, 1920	5
Joseph Bentencarto	Phillipsdale	July 28, 1920	5

Bird & Son, Ltd., Give Use of Playground at Hamilton, Ont.

ANNOUNCEMENT was made during the month in the Hamilton, Ont., "Spectator" that Bird & Son, Limited, through the general manager, W. R. McNeil, had offered the free use of the splendid piece of land on the Beach road immediately west of its offices for playground purposes. The Playground Association has accepted, and on learning this the Frost Steel Wire Company, Limited, volunteered to equip the ground free of cost with playground apparatus.

Two-thirds of the proposed playground is already fenced with a six-foot wire fence, and the Frost Steel Wire Company will donate and erect the balance.

The size of this playground will be about two hundred feet square.

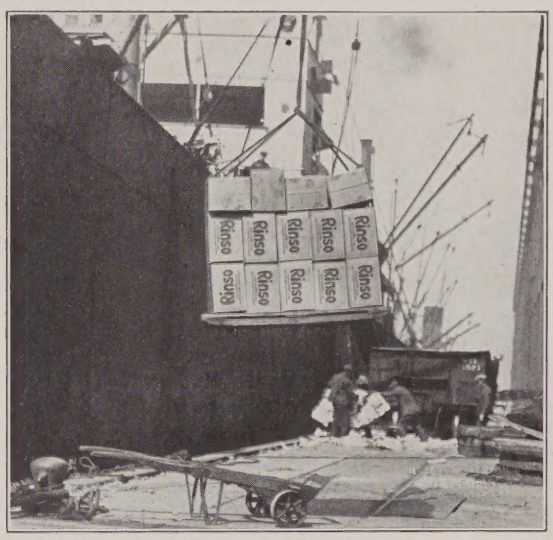
This new splendid move by two of the large industries is greatly appreciated by those in charge of playground activities in Hamilton, and will be doubly appreciated by the parents of children living in that section of the city.

The neighborhood house is located just a couple of blocks east on the Beach road, and the need of a playground is shown by the fact that on an average one hundred and forty-five children visit the neighborhood house each day in the year.

Waybills Show May Shipments From E. Walpole Largest Ever

STORIES of unusual individual shipments are always interesting, and we are going to tell about a few in this month's "Where and How" column about Neponset products. But first comes a figure given us by Mike Hawkins of the Purchasing Department.

During the month of May there were issued at the East Walpole station exactly 3,180 waybills. Charles June, agent, says that this is the largest number of shipments (each waybill means a shipment) ever handled in one month.



Rinso cases bound for Frisco via the Panama Canal

The picture shows a lot of Rinso cases going over the side of the motor ship Californian, preparatory to a journey down the Atlantic Coast, through the Panama Canal, and up the Pacific Coast.

The Special Paper Division has on hand an order for 5 tons of cartridge body paper to the Colonial Ammunition Company in Aukland, New Zealand.

The first shipment in several years to that country was made recently when an order of Neponset Black Waterproof Building Paper went to Berne, Switzerland. Maybe it will be used to help make the Swiss Navy watertight.

Some of the products packed in our solid fibre and corrugated cases which are distributed all over the United States are the following:

Cotton blankets, from Esmond Mills, Esmond, R. I.; rubber shoes and rubber clothing, from U. S. Rubber Co., Reacon Falls Rubber Shoe Co., Firestone-Apsley Rubber Co., and Hood Rubber Co.; leather shoes, from a long list of Eastern manufacturers, extending from Maine to Maryland; canned goods, from a large number of canners scattered all over the state of Maine, and also a number in Maryland and the Central Atlantic section.

Other products include: thread, soap in all forms, butter, oleo, lard, meat products, sausage and prepared meats, coffee and sugar, door checks and builders' hardware, tissue paper, envelopes and other paper products.

Bird & Son Ball Team Hot On Trail of Industrial Pennant

THE Bird & Son nine has been going strong during the month, and has come up from the middle of the league to the top at the time this is written (June 23).

Fred Duncan doing a Babe Ruth

The game that made Bird & Son the leaders was played with Winslow Bros & Smith at the Norwood Civic grounds, June 19. It was a great ball game, and although it may not seem so from the 11–1 score, it was hard fought all the way. Features of the game were the pitching of Miller Higgins, the excellent support, the usual home-run by Duncan, and a couple of shoestring catches by Wilkins, Bird & Son left-fielder.

The second half of the schedule will start soon, and the boys are going after the "pennant."

Following is the standing as of June 22, 1925:

	Won	Lost	Per Cent
Bird & Son, inc.	8	3	.728
E. Fleming	8	4	.664
Lewis Mfg. Co.	7	4	.637
Winslow Bros. & Smith	7	5	.581
Plimpton Press	6	5	.546
Hollingsworth & Vose	6	6	.500
Bird Machine	2	11	.152
Berwick & Smith	1	7	.125

Cards of Thanks

We deeply appreciate your thoughtfulness and sympathy, expressed not only by the beautiful flowers sent us in our bereavement, but in many other ways.

Mrs. Jennie Boulter and family.

Bird and Son, Inc,

Mr. Gottfired Lauble and family wish to thank you sincerely for the floral piece sent to us in our recent bereavement.

Cecilia Stephansky.

Three Ten-Dollar Awards Made At June Suggestion Meeting

IN recognition of their exceptional merit, three of the suggestions accepted at the June meeting of the Suggestion Committee brought $10 each to Raymond C. Call, FBM; A. J. Hill, FFN; and Basil Neville, FFF. The suggestions were as follows: Call, Shingle Machine Slitters; Hill, use of cotton instead of paper gum strip; Neville, making splice through glue pot.

All show considerable study on the part of these men, and mean a considerable saving in the operations concerned. The Committee hopes for many more of this type of suggestion.

Having waited, not until just the cows, but the backyard cats and milkman had "come home," Pat Egan, DMP, at last received $5 for a suggestion originally submitted in August, 1919. At that time it was not accepted, but now Pat is victorious and at last there will be a motor lift on No. 5 machine calender roll—and an extra fiver in Pat's pocket.

At the meeting, 52 suggestions were considered. Of these, 12 were accepted, 4 were held for further investigation and 36 could not be accepted. Following is a list of accepted suggestions, in addition to those given above:

Fire hose in beater room annex
James H. Casey, DPM

Device to keep blocks from sliding in tank
Guisippe Lingo, FFP

Change drain pipes — Sepherio Moreiro, DPB

Walk between shafting oil tanks
E. C. Rafuse, SM

Crane rail support — Henry L. Stone, FFP

Arrangement to hold ash hopper open
Maurice J. Tarr, EMY

Eye beam for chain fall over auxiliary heater
John Walsh, FBM

Extension on chain pulley shaft
Myron E. Young, FFP

Fill It Out!

JUST what do you think of the *Review*, anyway? Would you like to see it changed, in some respects? Or do you like it just as it is? This month's *Review* gives you an opportunity to say just what you think of the paper. A questionnaire has been enclosed. The questions asked are easy to answer. Answer as many as you wish, but bear in mind that the more replies we get the more we will know about the kind of paper you want.

Don't hesitate to criticise, but try to make your ciriticisms constructive. If there is something you do not like, say so—and at the same time tell us, if possible, why you do not like it. If you believe the *Review* has failed in some respects, put it down on the sheet.

BIRD NEPONSET PRODUCTS

Floor Covering Division

NEPONSET Rugs NEPONSET Floor Covering NEPONSET Rug Border
Lining Felt

Building and Roofing Division

Shingles

NEPONSET Twins American Twins Proslate Fours American Fours
Diamond Fours Lock-Butt

Roll Roofing

Paroid Art-Craft Shingle Design Slate Surfaced
American Ready Universal

Building Papers

NEPONSET Black Saturated and Coated American Economy

Wall Board

NEPONSET Board, Cream White American Wall Board

Specialties

Asphalt Felt Paroid Built-up Roof B. & S. Deadening Felt
Plastic Cement Roof Coating

Box Division

Solid Fibre and Corrugated Paper Shipping Cases NEPONSET Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes

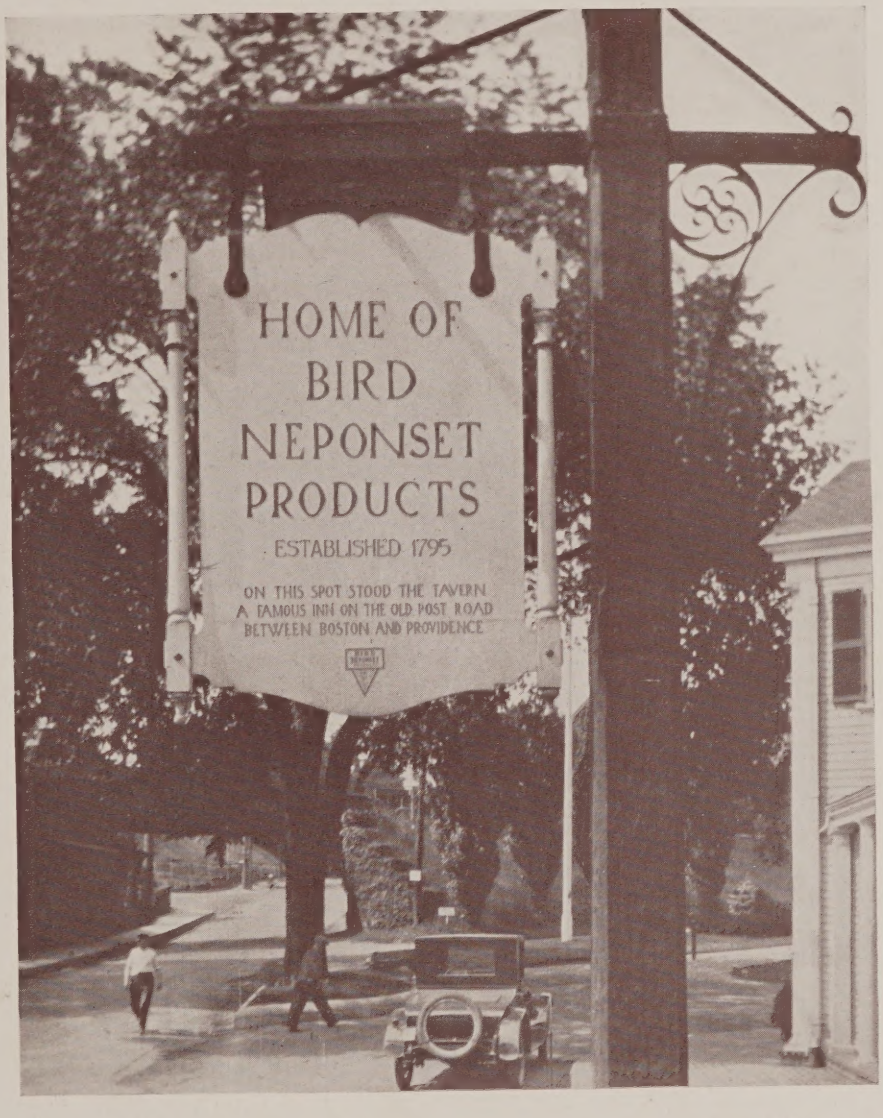
Special Paper Division

Shot Shell, Cartridge and Wad Papers Rocket Paper Black Tube Paper Torch Paper
Bird Wadding Gray Index Cardboard Jaquard Board
Felt Papers for Special Purposes

BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**

B. & s. inc. Printing Dept. E. Walpole, Mass.

The NEPONSET REVIEW



VOL. XIII No. 8

August 1925

BIRD & SON, inc. East Walpole, Mass.

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.; Phillipsdale, R. I.

Floor Covering Plant
Norwood, Mass.

Roofing Plants
Norwood, Mass.; Chicago, Ill.

Box Factories
East Walpole, Mass.

Executive Offices
East Walpole, Massachusetts

Branch Offices
Boston, New York, Chicago, Philadelphia, Atlanta, San Francisco, Minneapolis, Columbus and Paris, France

Warehouses
New York, Chicago, Philadelphia, Detroit, St. Paul, Atlanta, Dallas, Denver, San Francisco and Paris, France

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Officers and Directors

President, CHARLES S. BIRD

Vice-President, PHILIP R. ALLEN

Sec. and Treas., HERBERT H. MILLER

General Sales Mgr., PHILIP R. ALLEN
Asst. to Vice-Pres., RICHARD C. FLOYD

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Eastern Manager, WILLIAM F. HALE
Southern Manager, AUSTIN D. KILHAM

Floor Covering Sales Division
Manager, H. EUGENE SAWYER, JR.
Eastern Manager, WILLIAM B. ROGERS, JR.
Western Manager, RALPH W. WESTCOTT
Pacific Coast Mgr., L. K. SMITH

Box Sales Division
Manager, CHESTER H. ANDREWS

Special Paper Sales Division
Manager, ELMER H. BARTLETT

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Assistant, WILLIAM W. WILSON

General Manufacturing Mgr., GEORGE R. WYMAN
Asst. Manufacturing Mgr., SPENCER B. MONTGOMERY
Purchasing and Traffic, ALLEN H. RUSSELL
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Chief Chemist, EUGENE L. CONNOLLY
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Supt. E. Walpole Plants, STEPHEN W. SMITH
Asst. Supt. Box Factories, JAMES B. MAGUIRE
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Asst. Supt. Floor Covering Plant, RALPH M. WIGHT
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Asst. Treasurer and Credits, DIMON E. MERRILL

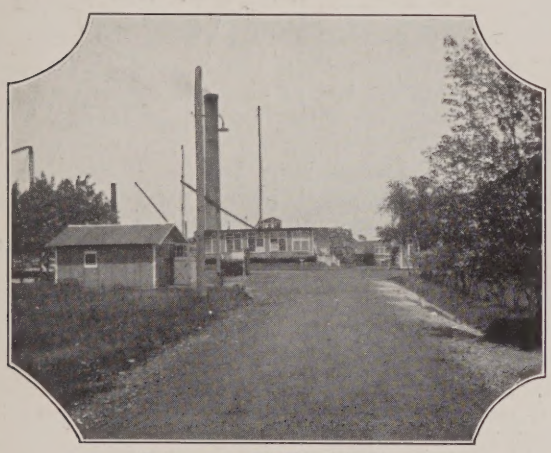
Makers of Quality Products Since 1795

The NEPONSET REVIEW

Phillipsdale—Where the Felt Comes From

The Editor Takes a Trip There, Looks Things Over and Reports His Findings to Readers of the Review

THERE is no particular connection between the headline of this article and the famous line from the immortal farce, "Charlie's Aunt"—"She comes from Brazil, where the nuts come from." Having written the headline, explained it, and started the story, let us continue.



Entrance to Phillipsdale Plant

Trucking bale from rag-pile to sorting room

Phillipsdale is situated about 30 miles from East Walpole, south of Pawtucket, and east of Providence. It is a pleasant ride down, providing you don't get lost trying to turn in to the plant from the main road.

But under the able engineering of S. B. Montgomery, we reached there without difficulty, and rolled into the plant along a well-kept driveway, shown in the first picture. The first person to greet us was genial Tom Henderson, superintendent of the mill. Tom introduced the editor around the office, and then turned him over to Rex Salisbury, assistant in charge of production.

Let's go along with Rex and the editor, and see what we can see. Starting at the office building, which is in the centre of the picture already mentioned, we went out into the yard in the rear. And the editor's immediate exclamation was, "Suffering landslides, what a lot of rags."

I didn't stop to count 'em, but Tom Henderson tells me, in the very helpful outline of the plant that he sent along to aid me in getting a story together, that there are 22 separate piles, containing over 200 tons each.

Three large derricks swing back and forth all day long, piling and unpiling this enormous stock. When the plant was first opened, back in 1908 all raw stock had to be unloaded by hand both from the cars and into the mill. On account of the large quantities used each day it was necessary to pile the bales as high as possible. If you'll look at the size of these piles it won't be necessary to explain the difficulties encountered and the number of men required to haul a 1000-lb. bale to the top of a pile, which pile would perhaps have to be taken down the next day.

From the rag-piles, the bales are taken into the sorting and cutting departments, where they are broken open and the rags run through cutters, which chop them up into small pieces. The chopped rags are then conveyed by an endless belt system to the floor above, where the beaters are located.

Let's stop a minute and look at some of the stuff that comes in as rags. There are coats, hats, suits, hosiery, rugs, burlap, blankets and a hundred other things, most of them in the form of cloth, but some that are not.

In the bales of rags they have found nearly everything, from sums of money to dead cats. The largest sum of money ever found was $90, and a few months ago Mr. Eaton picked up a diamond ring. It is quite a common occurrence to find both American and French gold in the

One of the three giant derricks at work

beaters, besides numerous small coins, and the workers in the yard and sorting departments may often be seen bedecked in a new outfit from the raw stock.

Going up to the beater-room floor, we find a long row of tubs filled with a grey pulp-like mass, which not so long ago consisted of all the separate articles we have spoken of, minus the undesirable ones, of course, which are sorted out downstairs. The rags come up the belt and are conveyed on another belt to the chute that guides them through a spray of water to the beater.

The Finished Product

In the beaters they are thoroughly ground, while mixed with water, which cleans the rags thoroughly. From the beaters the stock goes to the Fourdrinier where the shredded rag-stock, mixed with about 95% water, is flowed onto an endless wire. From this machine where much of the water goes through the wire to a tank below, the felt is taken through a long series of drying cylinders and comes out on the other end as clean grey felt, ready to be sent to East Walpole or Chicago, to be used as the base for Floor Covering or roofing materials. Most of the Lining Felt is shipped directly from Phillipsdale, as it is ready to use when it comes from the machine.

Briefly, the process in making felt is the same as in making paper, save that many of the steps, such as bleaching, etc., are eliminated, being unnecessary.

Across the way from the building which houses the 350-foot paper machine, is another sorting and cutting department, where cotton is carefully graded and prepared for use in making cartridge paper at the East Walpole mills.

The shipping facilities are excellent. The picture in the lower right-hand corner of page two shows the outgoing platform, where the rolls of felt come out. While the raw stock is now received by way of the railroad, it is possible that in a few years it will be unloaded from steamers at our own docks, on the Seekonk river.

Plant Typically "Bird and Son"

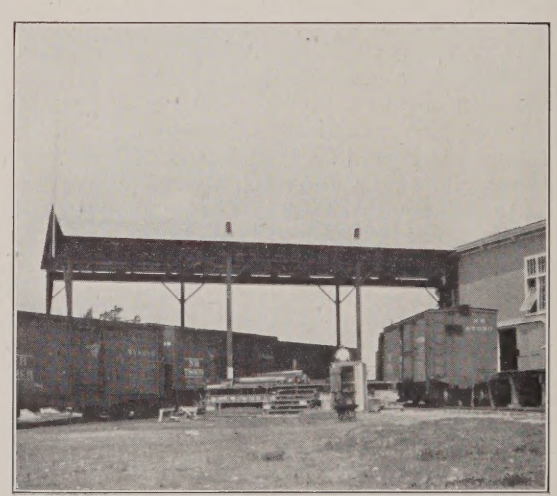
But let's return to the trip. After having been introduced to most of the foremen, and inspecting the boiler room, engine room and laboratory, I was left to my own resources, while Rex Salisbury went back to the task of keeping the paper machine up to maximum production.

Unhindered and unguided I wandered around, looking things over with a critical eye, from basements to roof-tops. It is a typical Bird and Son plant. The grounds are well-kept, the buildings are well built, in good repair, and remarkably clean. And the last of those things is no small job to accomplish with 3000 tons of rags on hand at all times.

During the noon hour I was still wandering. The Phillipsdale people have a good tennis court, which was in use, and a pond in the rear, also being put to good use. There is plenty of open country, two rivers, the Skeekonk and the Ten-Mile, and a pleasant Brigade Room.

It's a small plant, but it does a thundering lot of work, having just broken an old record by producing in 24 hours 98.1 tons of felt which I believe is the world's record production compared with inches of drying surface.

In closing, before giving you a few interesting figures together with the Phillipsdale "lineup," the editor wants to say that he enjoyed his visit tremendously, so much so that he plans a monthly visit, and looks forward to the next one with favorable anticipation.



Freight loading platform

Some Figures and People

The total amount of land is over 900,000 sq. ft. of which one-third is bounded by salt water.

We use approximately 1,000,000 gallons of water per day, burn 65 tons of coal per day and produce about 90 tons of roofing felt per day.

DP 20, which is where the cotton sweeps are sorted, was built in 1917.

Machine building, approximately 440′, has been extended twice since 1908.

Raw stock used approximately 30,000 tons per year.

Present line-up of organization:

Thomas G. Henderson, Superintendent; Irving C. Eaton, Assistant Superintendent; Rexford Salisbury, Assistant in charge of production ; John Hammerli, Night Assistant in charge of production ; Oscar Anderson, Night Assistant in charge of production ; A. Herbert Chamberlain, Chief Chemist.

Foremen: George Inman, Shipping and Receiving; Leslie Howard, Assistant Shipping; Alec Homenock, Assistant Receiving; Henry Phelps, Cutter Room; Chas. Cyranok, Beater Room; Willie Banks, Maintenance in charge of power ; Walter Watson, Dept. DPG.

Total number of employees 225.

The men who have been in the company's employ the longest, transferred from East Walpole, are: Daniel Henderson, John Hammerli, Thomas G. Henderson.

Our machine tenders, William Livingston, who has been with us since 1911 and who was transferred from Pont Rouge, Walter Gill, 1911, and Henry Holter, 1912.

Others are: Henry Phelps, 1909; Rex Salisbury, 1909; Oscar Anderson, 1909; William Banks, 1910; and Charles Cyranock, 1910.

Office Force: D. S. Lowry, manager; Daniel Henderson, cashier; Lloyd Allen, production clerk; Manuel Oliver, office boy; Rose A. McKenna, raw stock clerk; Alice G. Maguire, stenographer.

The "Pond" in rear of the Plant

My Choice

Mine be the friend less frequent in his prayers,
Who makes no bustle with his soul's affairs,
Whose wit can brighten up a wintry day
And chase the dull splenetic hours away,

Content on earth in earthly things to shine,
Who waits for heaven ere he becomes divine,
Leaves saints to enjoy the altitudes they teach,
And plucks the fruit placed more within his reach.

—Cowper.

Honor Veteran Herbert Taylor With Gift of Gold-Headed Cane

Herbert Taylor with S. of V. cane

HIGH honor came to one of Bird and Son's old timers, July 15, when the George K. Bird Post of the G. A. R. at Norwood, presented a gold-headed cane to Herbert D. Taylor at his home in East Walpole. This cane was given to the Post by the Nelson R. Stevens Camp, No. 47, Sons of Veterans, to be held by the oldest living member of the Post.

Mr. Taylor was born in 1843, and came to work for Bird and Son, as an engineer, in 1887. His record over the 35 years he worked here was highly commendable, and it was with expressions of mutual regret that his retirement came, in January, 1923.

Despite his 83 years Mr. Taylor is still able to be up and about the house, and shows a keen interest in all that is going on. Although he has no need of it, he prizes the cane and all it represents very highly.

$ 5.00

to the winner of the annual Vacation Picture Contest. Second and third prizes $3.00 and $2.00.

Amateurs Only

Contest closes Sept. 15

Here's What Review Readers Think of the Paper

"WHAT do you think of the *Review*," asked the editor at some length, by means of a questionnaire enclosed in the July issue of the *Review*. From East Walpole to San Francisco and way stations the answers came. Let us proceed to examine them.

Under the heading of "appearance," general approval was sounded of the style of type used and the use of a cover on each issue, provided that the cover was fairly well standardized, so that the *Review* would become distinctively a Bird and Son publication. Beginning with this month the cover will be so standardized, using the outline of the sign in front of the Labor Bureau as a background, with the words "Neponset Review" in the same style of lettering that has been used for some time. Variety will be secured by the use of a different picture or drawing within the "sign" each month.

First under the division "content," you will remember, came the editorials. By a 4 to 1 majority they were pronounced satisfactory, not too long, and agreement expressed with the kind of subjects chosen. Many made the suggestion that so far as possible they be kept "local."

"Safety Page" Changed

The answers under the "safety" group have caused a complete reversal in the policy of the *Review* regarding the safety page. When asked what the *Review* could do to help reduce accidents, practically everyone who answered the question said "Run pictures and stories of accidents in our mills, showing how they happened and telling how they could have been prevented." So be it. And just in passing, the editor looks to the month when there won't be any pictures to take, or any "how it happened" story to write.

By a vote of 3 to 1 *Review* readers decided that the various employee activities, such as athletics, clubs, etc., were given enough space. The minority will not be forgotten, however, for the editor will give such activities all the space they deserve.

The Library notes were voted satisfactory by a 10 to 1 majority. The new humorous column was received favorably to the tune of about 13 to 1. "Keep it local" was a frequent comment, to which the editor lends his agreement, as well as his request for contributions.

The Bird Cage

The Bird Cage was received favorably also. Four out of every five answers favored it, and several voted it the best thing in the *Review*. Upon hearing this, Jerry, the Office Cat, author of the verses, stood up on his hind legs, got a grip on his fountain pen, and started right off on the libel for this month.

The column telling where Neponset products go, what they are used for, etc., received but one unfavorable vote. It is quite evident that readers in all departments are interested to know all about what happens to the miles of Floor Covering, acres of roofing, and millions of boxes that come from our plants.

A unanimous vote was cast in favor of having some "serious" stuff in the paper, such as articles on general business, paper making, thrift, home building, etc. In direct reply to this vote, there appears this month the first of a series of "Business Briefs" which will tell you in simple, understandable language some of the underlying principles of business. Articles on the other subjects will be worked up and presented in due course.

Feature stories on building progress, moving stunts and the like will continue to appear, since the vote in their favor was a 14 to 1 majority.

Some Doubt on "Notes"

The first batch of answers received seemed to indicate that more "Notes" were desired. But at the time of writing the vote has been getting closer and is now only about 1½ to 1 in favor of more notes. An extra page, making 5 in all, has been included this month. Do you want 5 pages of notes or only 4? Another vote might decide. Tell us what you desire and we will comply.

The main criticism of the notes was that they were not definite enough—that they could not be appreciated by more than a small number of readers. The editor agrees. In collecting Walpole, Norwood and Phillipsdale notes, he will endeavor to see that full information is given. Those sent in, from other plants and offices, are usually impossible to check. The only remedy is full information in EVERY note.

The greatest diversion of opinion came in the answers on pictures. While the vote was about 14 to 1 that they were interesting, it was practically a tie on whether there were enough, and hardly any two people answered the same on the question "what kind of pictures do you like best?" Some of the answers were: Action, personal, town (Walpole and Norwood), interiors of departments, scenes, plants and their work, old-timers, babies, and homes of employees.

There was almost as much difference in the answers on "what is the most interesting feature?" One man, who provided the editor with most of the news from a certain place answered, quite unashamed, "My department notes." Some

favored the Bird Cage, some the notes, some the pictures, some the editorials and so on.

Quite a Few Suggestions

Quite gratifying were the suggestions offered for material that does not now appear in the paper. Among these were articles on: What are safe and sane investments? Manufacture of our products; Old times and old-timers; How departments work and what they do (see leading story on Phillipsdale this month); Budgets; Hermitage and Bird Club; Hobbies. Walpole and Norwood pictures; stories of interesting places in these towns; book reviews; more on promotions of employees; technical discussion of manufacturing processes; more on new employees; and a "baby picture contest."

Well, there you are. And here we are also and likewise. No one seems to think that anything now run in the *Review* should be discontinued or cut down (except for the doubtful vote on the Notes).

Many have suggested that there should be more of one thing or another. Within the limit necessarily provided, there will be as much more as possible of everything.

One man hit upon a point that is too often left unexplained. He said "Employees send in notes, and they are not used." There are many reasons for this. First, let us be frank and say that sometimes the notes sent in are not worth using. Something may happen in an office that is very funny at the time to a few who are there, but which, when written out and put in the *Review*, would be dull and meaningless to the great majority of readers.

Again, the news may come from some department that has a great deal of space already, and if used would crowd out news from some other place that has only a few notes. Or, it may be that the note is about someone who has already been mentioned once or twice. It may get to the office too late to be used. It may not give all the necessary facts. And last, and greatest of all reasons, there may not be any room.

But time and space alike are short. We have given you the results. You have told us the kind of a *Review* you would like to see.

You shall have it.

Picture Ahead!

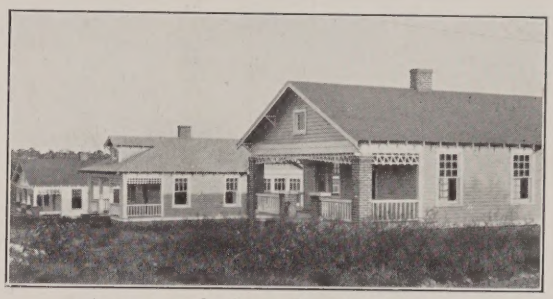
Take along your camera and send in vacation snaps.

1st Prize $5.00
2nd " 3.00
3rd " 2.00

Send to Review by Sept. 15

137 Homes Roofed with Asphalt Twins in Southern Development

WE often hear reports of large roofing jobs done with Bird products, such as covering big warehouses, grand-stands or similar buildings. But what would be the total number of squares required to shingle 137 average homes?



A group in the Greensboro development. 75 houses Neponset-roofed

In Greensboro, N. C., there are just that many new houses, all covered with Bird's Asphalt Twins. Seventy-five of them are in a new development at "Piedmont Heights," and 62 others are located at A. & T. College. The accompanying photo shows a group of typical homes in the Piedmont Heights development.

Another interesting development is at Aurora Hills, Va., where the Aurora Hills Homes, Inc., have roofed 35 houses with Bird's shingles. We had some photos of these houses, but couldn't use 'em. We mention this because C. T. Blair, Neponset salesman, sent in a dozen snaps which he took while the thermometer was registering around 120 degrees. Yes, the salesmen have their troubles.

Fire Brigades

East Walpole: The regular meeting was held in the Brigade Room on Monday afternoon, July 6, with roll call at 4.50. Forty-six members were present and eight absent.

After remarks by Assistant Chief J. H. Smith and an open discussion by the members, drill was held from Box No. 5. Starting from the Brigade Room, all companies took their positions, ran out hose and turned water on fire supposed to be in pond opposite C & D Engine Room. All companies kept their positions until checked up by Checkers Whitehead and Guttormsen.

Orders were given by Assistant Chief Smith to shut off water, disconnect hose, drain and place back in houses, ready for emergency.

The meeting closed at the Brigade Room at 5.40 p. m.

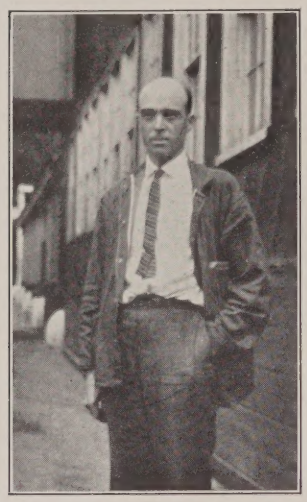
Norwood: The regular fire drills were held at Building and Roofing and Floor Covering Plants on July 6 and July 7, respectively. There was a good attendance at each meeting.

Drill consisted of running out hose, coupling and uncoupling, followed by a general discussion on the use of extinguishers, location of alarms and sprinkler valves. Members were questioned as to what they would do in case of fire in certain places and, for the most part, satisfactory answers were received.

The meetings adjourned at 5.30 p. m.

Suggestions are Getting Scarce Harry Mann to Help Boost 'Em

GOOD suggestions are becoming conspicuous by their absence. There were only 37 submitted at the July meeting, and of these only 5



Harry T. Mann

were accepted. And two of these were "old timers." Pat Egan, with an idea originally submitted 11 years ago, and Patsy Sansone, with a suggestion which he submitted on August 7, 1919, are the two men whose patience was amply rewarded.

Most suggestions are accepted long before that —and they mean $5 apiece in the pay envelope of the suggester. More suggestions are wanted. They will all be given a fair hearing by the committee. There is always room for improvement in machinery, in methods of doing work, in speeding production, in cutting down "overhead." And the man who makes a suggestion, whether or not they are accepted, becomes known as a "live wire" and a man who does a little more than just his routine job.

But here's good news, that ought to mean something to those who want to suggest something, but hesitate because they don't think their idea practicable. Beginning Sept. 1, Harry Mann, whose picture accompanies this article, will take over his duties as special investigator for the Suggestion Committee.

His job will be to look after your interests in the matter of suggestions; to see that you understand just how to submit them; to help you in working out your idea so that it will be more practicable, and stand more chance of acceptance; to show you where your suggestion may not be practical, having been tried and found wanting before,—thus saving you disappointment and possible hard feeling.

In short, when the idea bug bites you, call in Harry and make sure it's a good one.

Following are six months' figures on suggestions giving the names of those who have had more than one idea accepted:

Laurence C. Hubbard, FXR	5
Basil Neville, FFF	4
Patsy Sansone, FFD	4
John E. Clancy, FXB	3
M. Dzurbanick, FFN	2
Patrick Egan, DMP	2
Allan J. Hill, FFN	2
Helge Holter, DPP	2
Arthur Maguire, DFW	2
John Manley, EMP	2
E. C. Rafuse, SM	2
C. V. Smith, DMB	2
Maurice J. Tarr, EMY	2
J. S. Walker, EMT	2

Accepted suggestions this month:

Levers on slides on DMPM5	Patrick Egan, DMP
Signal for chute	Laurence C. Hubbard, FXR
Standard size for tubes	Patsy Sansone, FFD
Water jack for No. 2 Allen pump	Carl V. Smith, DMB
Safety stop for corrugating machine	Robert M. Woodburn, FXG

"History Man" Brings Several Relics—Now in Brigade Room

THE "History man" brought some good stuff to the editor's desk this month. Part of it was just news. The rest was quite material. First of all, you probably remember that two or three months ago the *Review* ran a picture of an old carpenter's brace?

At that time we asked for information concerning it. It has just now been revealed that this brace was used at least as far back as 1795 by George Bird, the founder of this business. The brace is now on exhibition in the Brigade Room at the Main Mill.

The material stuff isn't much on good looks. But it represents some long, long service. There are three pieces of sheathing. Two of the pieces are 50 years old—since they were taken from the ell of the old Sewall house in Medfield, which was built in 1875, and has not been resheathed since. Both pieces are in excellent condition.

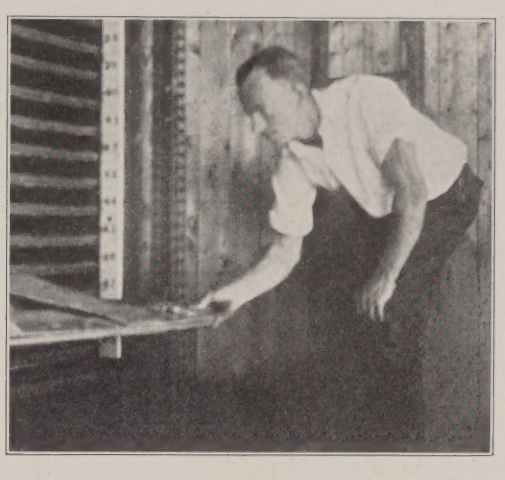
The other piece was taken from somewhere else in the house, and was put on in 1795, just 130 years ago, at the time the main house was built. This sheathing is in even better condition than the other. But it wasn't made by man. It is birch bark, apparently untreated with any preservative whatever, but still nearly as pliable as bark fresh from the tree.

Still another interesting article came in during the month. It is an old brass cancellation stamp used in the East Walpole Post Office when the office was located in the Old Tavern, where the Labor Bureau now stands. Can any old timer tell us more about this stamp?

The sheathing and stamp have been placed in the Brigade Room. Drop in and look them over.

Two Accidents—and Their Prevention

Left, how the accident happened, and right, how it could have been prevented



IN accordance with the opinion of our readers that the *Review* could help to reduce accidents by giving pictures and stories of them with an explanation of how they could have been prevented, we have picked two accidents which happened early this month as illustrations.

The first of these occurred in the No. 3 Floor Covering Print Room. As shown in the first picture at the top, a man was guiding a sheet of Floor Covering into the ovens. He had some two years of experience behind him. He knew how it should be done. But he forgot—or was careless. He stood with his leg INSIDE the clamp, his leg was caught and painfully injured.

Right beside that picture is one showing how the accident could have been prevented—by standing to one side of the clamp. The majority of our accidents happen to men who are either handling material or working around machinery. Practically all of these could be prevented. It is impossible to stop machinery quick enough to prevent injury once a man is caught. In the Floor Covering accident, the cable pulling the clamps was stopped as soon as the man yelled—but it was too late.

You wouldn't park your car on a railroad crossing. Then don't park yourself or any part of you in the path of moving machinery.

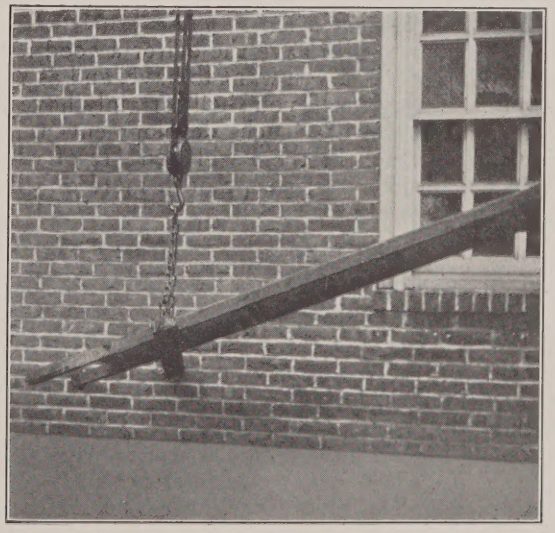
The picture in the lower right-hand corner shows how another kind of accident happened. It is a type of accident which is happily scarce, but it illustrates a point in prevention. As you will see, it shows a staging that has fallen.

Two men were on it when it fell. One of them caught himself on a window sill—the other fell the full 20 feet, and only by a miracle escaped severe injury or even death.

How did it happen? The knot that should have held was IMPROPERLY TIED! Do we need to say how it could, or rather should, have been prevented? Keep off stagings unless you know how to rig them properly, and by the same token keep off unless they are properly rigged—*and make sure they are.*

Following is the "Safety League" standing for June:

Dept.	No. Emp.	Accidents	Days Lost	Per Cent
DP	199	0	0	1.000
FB	238	1	5	.978
EM–ER	157	1	1	.977
FF	281	2	9	.959
FX 1 and 2	301	2	15	.950
DM, DF, DV	240	3	11	.940



Be sure that stagings are properly tied

The NEPONSET REVIEW

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The *Neponset Review* will gladly publish communications, suggestions, photographs, or articles of interest to its readers. Address all correspondence to the Editor, *Neponset Review* East Walpole, Mass.

"On Behalf of the Visiting Firemen"

THE editor arises at this time to express his thanks to those who took the opportunity during the month to say just what they thought of the *Review*. The replies to the questionnaire have been discussed elsewhere. They are commended to your attention.

The replies sent in gave the editor a good idea of the kind of paper you want to have, and as was said in the story itself, you shall certainly have it. But remember that such development takes time. Some months there will be more of what some people like, and next month more of what somebody else desires.

Mebbe sometime there will be an issue that pleases everybody. The cover for that number will show the pearly gates of Heaven standing ajar, with a golden roadway stretching into the distance, down which roadway come hosts of angelic beings bearing aloft copies of the *Review*, printed in silver letters on gold leaf, and adorned with platinum tassels.

There will be no errors, the stories will all be interesting, the pictures clear and perfect.

But enough of this dreaming. The main job that lies before us is to get out as good a paper as possible. This can only be done with the help of those who are interested, which means all Bird & Son fellow workers. Don't wait for a questionnaire to come around before making criticisms or suggestions.

The editor's desk is big and roomy. There is space there for knocks, boosts, pictures, notes, comments, suggestions, contributions, garden vegetables, fruit (ripe and over-ripe), complimentary tickets of all kinds, gas, oil, water and free air (which may or may not mean advice).

And all of this tommyrot might be compressed into one short, well known slogan of the Fifth Avenue "shoppes"—"If you don't see what you want, ASK FOR IT!"

Patronize Your Neighborhood

IT may or may not have hit the West, but in this section of the country a large advertising agency has successfully capitalized the slogan—"Patronize your neighborhood druggist (or grocer)."

It is a good slogan. It appeals to community pride, it is a small edition of "Made in the U. S. A.", it pleads for support to the section in which one lives—support for those who help to make the community, who in turn, help others by providing a convenient place to trade at low prices. This in turn brings desirable people to the community—and the desirable people support the home stores. Sort of an endless circle that benefits everybody.

Let's bring this right home. Not to talk about druggists or grocers, but about banks. There should be no need of any discussion of the benefits of thrift. What most people wish to know is—"Where can I safely invest my money to the greatest advantage?"

Why not put it to work where you can watch it? We don't mean watching the money, but rather observing the good work it does. Take the Walpole Co-operative bank, for instance. Money invested there brings $5\frac{1}{2}$ per cent interest, compounded quarterly, which amounts to practically the same as 6 per cent compounded semi-annually. There are other advantages.

But you get even more returns than that. The Walpole Co-operative Bank, in common with others of a similar nature, makes every effort to aid those who want to build either desirable homes or desirable business places of one kind or another. Thus your money helps to build the right kind of a town for you yourself to live in.

And if, sometime, you wish to build yourself—the Co-operative Bank, in which you invested your money, stands ready to help you. Truly a good example of "bread upon the waters."

Drop into the Labor Bureau and let us tell you more.

Gus—His Column

IT was raining the other morning, when we came into the office, more or less ready for work, wondering what was going into this column this month.

A bright orange envelope, addressed to us in green typewriting, was lying on the desk. By the stuttering lettering, we knew it was from Gus, the sprite who inhabits the editor's typewriter. And we forthwith tore open the envelope.

"Dear Boss," the letter ran, "I see by the galley proofs that you have taken a tour of the Phillipsdale plant. While you were away I wrote this story about the Main Offices at East Walpole.

"The Main Office and Triangle building are delightfully situated near the railroad track. Along this track, throughout the working day, runs a switching engine. It is a good engine. But noisy. Just about the time someone lifts his receiver to telephone, the engine starts to 'wonk' and the conversation runs something like this:

" 'Number—wonk!—Please—wuff-wuff!'

" 'Beach, clank-clank! Oh, oh, biff-bang! two, toot-toot! seven.'

" 'How many twos in that number, please?'

" 'Two. Beach! Oh, toot-toot! Oh, tooo-oot! Oh, d—n!'

But that's enough. They do put calls through, though how they do it is a mystery to me. Let us pass on.

Coming and Going

"The first office in the Triangle building is the Employment Office. This is where you get the glad-hand coming in, and our time-card signed when you get the gate. Thus, you see, they have you coming and going.

"In the next room the Credit Union holds forth. The man in charge is called 'Al.' He seems all-right, boss, but why do they keep him caged up? I see lots of people going in and standing outside the cage, and handing slips of paper in, but I never saw anyone bring any peanuts. How come?

"Just back of this is the Hospital. It's a pleasant place, with pleasant people. Sometime I'm going to get a 'strained back' lifting a sheet of carbon-paper, and go in there and spend a week or two.

"Upstairs there are three rooms. One is the Conference Room, where committees gather and decide whether or not Darwin was right, if Tilden is slipping, and what is the best way to play an approach on the 19th yard-line."

The Mystery Man

"Next door a man has his office. He's all alone in there, and I wondered what he did. So I watched him. And pretty soon someone came upstairs and he picked up his pen and wrote like time. Guess he probably keeps track of everyone who comes to the Library, which is next door to his office.

"I spent a long time in the Library. It's a good one, with all kinds of books, and a real nice lady in charge.

"That's all in this building, so I slid down the waterspout, and went across the driveway, and in a door that opens right on it. Down here is a big room, with a small army of girls, all writing copies of 'Cohen on the Telephone' or something else that comes on a phonograph record. At any rate, they sit there with receiver-things on, and typewrite whatever comes out of them. And I didn't hear any music, so I guessed it must be just speeches.

"Upstairs above this is the Credit department, that tells the Sales department, which is upstairs above that, that it can't sell the trainload of Floor Covering to Raymond's, because that's not a 'proud store' and never makes any money.

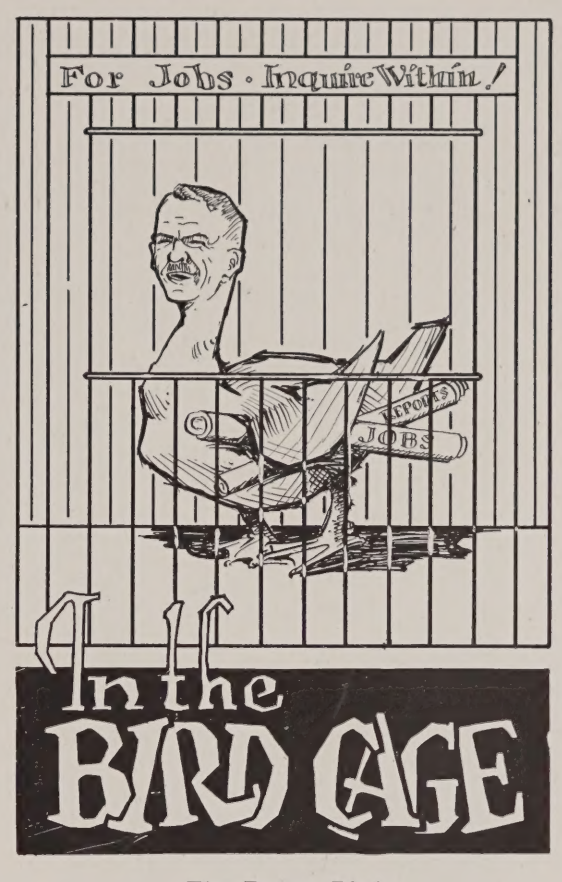
"There are funny offices for the bosses on this floor and the one above. They all have big panes of glass, so that you can look right from one to the other. That's so they can all stop working at the same time."

Radio Letters

"Well, on the top floor is the Sales department, that tells the Credit department that it is going to sell that trainload anyway, and will leave it with Charles Ponzi to collect the money. Here is where I solved the mystery of what those girls downstairs were writing. They get letters over the radio from upstairs. Pretty near everybody has a little broadcasting set, and when he starts to broadcast a letter the girl downstairs tunes in, and writes it.

"Well, boss, use this if you like, and next month I'll tour one of the mills for you.

Y'r hum'le and ob't serv't,
GUS."



The Benny Bird

Here we have the Benny Bird
With a grin from ear to ear
Just see his face all out of place
Doesn't he look queer?

Perhaps he ate a fuzzy worm
Which fills him with delight
For he smacks his lips and shakes his hips
Between each luscious bite.

He shows his teeth whene'er he smiles
Just like a dental ad
And you can see he's full of glee
For he's a happy lad.

But the Benny Bird is on the job
And never known to shirk
For this handy Andy takes the candy
When it comes to work.

A cloud of dust hangs o'er his head
As he tears along full speed
Why can't there be more birds like he?
He's just the kind we need.

Notes From Plants and Offices

Paper Mills

East Walpole

We haven't been saying much about Jim Kivlin lately, but the other day we were walking along the scenic railway track beside the river and heard the loud wail of a motor horn behind us. Looking back we saw approaching, at a tremendous speed, at least four miles an hour, one of the new jitneys. And perched beside the driver was Jim, hanging on for dear life, hair flying in the wind, but enjoying it hugely. Too bad we didn't have a camera.

The Shenandoah passing over "The Square" at East Walpole

John Curran and this same Jim Kivlin have been for some years shining examples in the matter of "discipline." But Pat Kearney kicked over the traces recently and annexed a wife. The chief engineer of the New Monia Limited is looking up a house on the quiet. And one of the conductors is getting wobbly at the knees. The matrimonial market is on the rise.

Skipper Dave Fitzgerald is back from his vacation in Canada, and reports say that it will take a long time for him to regain his former facial expression.

It is also rumored the John Curran's department is preparing for the social season and expects to break in with a crash when activities begin at the Bird Club, during the cold months.

A quartet is developing rapidly, but we are not yet acquainted with all the members. More about this later.

"Elizabeth" Hoolihan is scooting around the streets of East Walpole proudly displaying a new coat of paint. She looks pretty snappy, Jim.

John Poulousky has just placed his order for his winter gloves. The American Tent and Awning Co. got the contract.

Jack Fitzgerald is not going to be outdone by the quartet. He is now taking ukelele lessons, and is practicing down beside the river, underneath the trees, to get the true Hawaiian atmosphere.

Evidently John Donahue doesn't read the papers much. He went to Washington, and dropped in to shake hands with Cal, only to discover that the President had been in Swampscott for some time.

Ed Fitzgerald served in the capacity of Chief Dispatcher on the New Monia Limited, Scenic Railway Line, while Dave was away.

The "Mud Guards" have just returned from Camp Devens.

Maintenance

Vacationing from this department: Bill Koehler, on an auto trip; Ed Boulter, on an auto trip; James Hadden, at Onset, Mass.; Harold McNeely, at Ocean Bluffs; Jack Manley, Harry Godkin and Wallace Duncan, at Old Orchard, Me.; Fred Duncan, in Virginia; John Burhoe, Eric Anderson, James Clark.

And a "good time was had by": Mr. Conrad, A. C. Urquhart, Maurice Tarr, Ted Holmes.

Recent fishing trips have been undertaken by Dave Regan, Jr., Nils Lindquist, George Eisner, George Robertson and Charles Rafuse. But they don't mention their catches.

Guttormsen is now sporting a new Fordor sedan.

Graney is driving a Buick sedan.

But the lucky one is J. J. Donovan, who has become the owner of a new Ford touring car. His daughter won it at a recent Norwood Carnival.

We extend our sympathy to Anthony J. Chamberlain, who lost his wife during the month.

Box Shops

We were sorry to hear of the death of Gilbert B. Small, FXG, who was killed in an auto accident recently.

Mr. and Mrs. Luigi Lamperti announce the arrival of a 9-pound baby boy. Luigi will take his two weeks' vacation in East Walpole.

On vacations from FX2: Misses Dolan, Brady, Harvey, Johnson, Murphy and Ernest Strather.

Sam Gladding has been taking a change of scenery at Mr. Tupper's camp.

We offer our sympathy to Frank Welch, whose little daughter died July 22.

Frank Meyer, who watches over the presses that print the *Review*, is hunting a squeak. He has been hunting it for some time, is now doing so, and may do so for some time to come. Said squeak is in his new Dodge sedan, and refuses to be ousted. Trips to various and sundry doctors, including a prominent Boston specialist, all of whom performed major and minor operations, have resulted in the squeak continuing to squawk. Our advice to Frank is to run in through the Neponset River and let the darn thing rust. Then it will be all squeaks.

Phillipsdale

Clif Banks, one of our boys on the paper machine, set sail on July 19 for England where he will spend several weeks visiting his relatives and friends.

We were glad to see Carmine Priete return to work. He has been out several weeks with a rather bad hand but he is all right now.

Manuel Oliver, Phillipsdale, and party. Pitcher contains —?

A few Phillipsdale pholks. Back row, left to right: T. G. Henderson, G. Madden, J. Wynne, F. Christie, J. Bisrent, A. Tareria, J. Hanley, A. Long, E. Kelly, L. Billings. Front row J. Nolan, R. Salisbury, J. Farrell, T. Hanni, U. Banks, W. Horridge, J. Blessing, J. Casey, L. Carlson, T. Horridge

Charlie Smith and Frank Reed are going around with their chests stuck out and their heads held high in the air. Why?—because on July 13 Charlie had a little boy come to his house and on July 16 Frank had a little girl come to his. We understand that everyone is doing fine and we extend greetings to the newcomers.

As has already been related in the leading article in this month's *Review,* Phillipsdale has been breaking records again. But there wasn't room in the story to tell how it came about. Two records fell in one week before the final one was attained. On July 14 the record of 96.2 tons standing since May 23 was broken with a run of 97 tons. And on July 17 this was again bettered with a run of 98.1 tons.

Henry Phelps and George Hawley are riding around in new Chevrolet sedans and are quite proud of them. George had to sell his old one for he was in an accident and lost two hub caps.

The much talked-of outing of the men in DPM and DPSM took place Saturday, July 11. After having their pictures taken they journeyed to the Amos Hawkins grounds at Hoxie, R. I., where at 12 o'clock they were served a chowder and at 4 o'clock a real, bang-up, old-fashioned Rhode Island clambake. The events of the afternoon included a ball game, quoits, throwing the baseball, three-legged races for young and old, shoe race and the shot-put.

The game of quoits was won by Blessing and Taveria with Christie and Long a close second, Bill Horridge and Nanni earning the booby prize. Allan Long threw the ball the longest distance and Tom Horridge the shortest, but he's a short fellow anyway. The three-legged race for young fellows was won by Billings and Hanley with Casey and Christy steaming along at the rear trying to make us think they were young too.

The race for the older men was won by Reynolds and Wynne with Farrell and Bill Horridge also running. The shoe race, for a prize donated by Mr. Henderson, was won by John Nolan. Some of the fellows haven't their shoes on yet for Joe Farrell borrowed a few shoe laces. The shot put was won by Lester Billings but George Madden did so well he was presented the booby prize.

The last event—the dinner—was captured by all, for you can't beat a Rhode Island clambake and all decided that it had been a perfect day.

Mr. Henderson and Mr. Salisbury were the invited guests.

Someone sent in a little piece and dedicated it to Mr. Eaton It runs as follows:

If your dome is bald and you would hair it,
Go bare-headed, sun and air it.

Is that why he hasn't been wearing his hat lately?

Our regular fire meeting was held July 6 and consisted of a hose drill, the men carrying hose to the roof of several buildings, turning on the water, disconnecting and connectin sections. The men all worked like veterans and showed that they were following instruct ons to the letter. Doing as you are told is a pretty good policy anyway.

Pont Rouge

If it was during another time of the year, we'd say that Pont Rouge was snowbound, and that no news could come through. But it can't be, and there isn't any news. How come, up there, how come?

Roofing Mills

Norwood

The old sand plant at FB is being demolished. Complete story with pictures in next month's *Review.*

Granville Baker, FB office, keeps hens. The other night along about the middle of it he heard noises down in the hen house. So down he went, after the rat or cat or whatever it might be. He entered the hen house, groped around some, and saw something moving over in the corner. It was kind of large for a rat. So, said Baker, it must be a cat, whereupon he made a grab for it. How he wishes he hadn't. For it wasn't that kind of a kitty.

Returned from vacations: Stoddard, in Nova Scotia (after a 16-hour steady drive from Boston to Eastport); Mike Sheehan, in Dublin (Mass.); Jepson (he came back during the month to take a lesson in running the Cottrell precipitator); John Mattson.

Dinny Driscoll is taking orders for house lots around the salvage shed. Beautiful view there, too.

H. A. Dresser is now romping around, evenings, in a new pair of white rompers. He says he likes 'em—they're cool and comfortable and he doesn't care a hoot what people say. Atta boy, Harry, but wait till it rains—and they shrink.

Trading is brisk in FB. Warren Manson bought a truck from Willie Churchill, who says that he can't get 'em fixed up

fast enough to keep one for himself. He has one now that he expects to sell to Fred Fuller. And Manson also bought a house that once belonged to his grandfather, on Massachusetts Avenue, in Walpole.

Tony Mills postponed his vacation on the general grounds of "when vacations interfere with business, give up the vacation."

The Cottrell precipitator has been installed.

The junk pile at FB has been disposed of, and what with the old sand plant being torn down, and a general cleaning up, the place will soon look like a regular park.

The fire at Carberry's barn, East Walpole, furnished some excitement

The new garage for cars at FB and FF has been completed.

Clinton James Cave and Agnes Leithead Smith were married Thursday, July 9, in Farmington, N. H.

On vacations: Joe Smith, on his estate at Winslow's Station; Mike Mohan, at Swift's Beach; Everett Lindquist, touring the beaches; Andy Manimon, at his old home at Indian Neck; Ed Chamberlain, at Long Beach; George Smith, touring; Elmer Johnson, Maine; John Sheehan won't tell where he went.

John McAleese deserves much sympathy. Hardly a day passes that he doesn't have a bandage on him somewhere.

Windi-Citi-Grams

Mr. C. S. Bird, Jr., visited the Plant here during the last week in June for a few hours. He expressed himself as pleased with the cleanliness and orderliness of the Plant. Every one here has attempted to carry on the high standards he set and maintained while here several years ago.

At a mixed golf tournament between some of the Western Floor Covering Sales Division and some of the Roofing Plant boys, Gene Sawyer led the field, closely followed by Bill O'Connell. Gene's control of his putter was A-1.

Well, June was another good month in our Shipping Department and July has started off with a bang and not the 4th either.

Pitching horseshoes is now the noon time sport hereabouts. John Matcha and Dutch Jansen, while good at their indoor game of "Rummy," have fallen before Henry Morman and Jack Clifford in the barnyard pastime.

Several of our organization served on jury duty this past month—Messrs. Hird, Thurston and Conger were called, and served.

Shorty George and his No. 2 Machine crew had several "non-stop" runs during the past month, one of which was a consecutive five-day affair. No. 1 Machine crew, led by Dutch Jansen, also "kicked" in with several.

Catherine McCarty appeared the other day with a "gleamer" on her finger. As coming events cast their "light" before them everyone is putting aside their pennies.

Fred Heck, our former truck driver and now in the roofing application business, came in last week reporting a drop of fifteen—no, not feet—pounds. Here's a new method to reduce.

Lou Lance of our Mechanical crew says that while these permanent waves for the ladies may be fine—he is anxious to learn of a permanent shave for the men folks.

One of the visitors this past month was Mr. G. B. McKinley of the McKinley Roofing Company, who is one of our strongest believers in Designed Roofing.

Our 20 square per Day Designed Roofing Club which was originated by Arch Downey is proving popular with our salesmen who strive to have their names in good standing each week.

Paul Dahm, formerly connected with our Plant here, and now with the Fort Wayne Builders Supply Company, was in with a new single thickness shingle lately.

Henry Morman and his crew are putting the finishing touches on the new turbine which will be in operation soon.

Mark Hanna and Benjamin Harrison Roberts are now installed with several trunks of bait and fishing tackle at Pine Lake, Wis. Fish will be cheap here in Chicago these next two weeks for they expect to glut the market.

Harry Brandau returned from his vacation at Cedar Lake where he added several improvements to his cottage there.

"Doc" Thurston and Mrs. T. took their Vaulting Vera and made a trip up through Wisconsin around the top of the lake and came back through Michigan. A trip of 1100 miles and not a stop to change a tire.

The roof of our Lunch Room has been recently painted. This is a Proslate Panel Board building and is standing up very well in its appearance as well as the use to which it has been put.

This week end will usher in our yearly Sales Meet-Up From the proposed program it should give food for thought to all those in attendance.

We continue to have several large Built-Up Roof jobs and practically every salesman has put over several good sized jobs in his territory. With a new type of flashing being used it should make a Bird's Built-Up Roof the roof without a weakness.

Hamilton

"What a Day"

The Seventh Annual Picnic of the employees of Bird & Son Ltd., was held at Centre Island, Toronto, July 11.

The sun was out and every one was on deck as the Steamer Turbina pulled out of the Hamilton Docks at 8.00 a. m. The

How Bird's Roofing stood up, on houses in background, when fire destroyed church and five other buildings at Meriden, Miss., recently

sail in itself was termed as "ideal" by all. Among the fun features of the trip was a game of "Donkey" which amused the younger ones. The "Mysterious Mr. Raffles" contest caused a good many "to use a laugh." In order to win the prize it was necessary to repeat a given phraseology, word for word. To help one find this mysterious character the following information was given:—

HOW TO FIND HIM: Seek and ye shall find.

HOW TO KNOW HIM: By his curly teeth and straight hair.

WHERE TO FIND HIM: On deck above the water line.

HOW HE WILL BE DRESSED: In his Sunday clothes.

IDENTIFICATION MARKS: Ears on both sides of his head.

E. A. Gibb, our popular electrician, was chosen as Mr. Raffles and Frances Jarrett, of the Accounting Department, was the lucky winner.

Real musical talent was displayed during the sail. R. C. Crooker favored with a song. Joe Toffani's Italian ballads were also appreciated, as well as the selections rendered by his daughter. Miss Barker acted as pianist during community singing, in which Harold Balch's ten-or eleven voice was noticed.

As a mother's help, lollipops were furnished the wee ones, and some of the larger ones also participated in this pastime.

Among the things worthy of mention was Vera Ingledew's new bob.

Al Turner sure turned the heads of the younger set with his new grey balloon trousers.

The boat arrived in Toronto at 11.00 o'clock where all transferred to the ferry going to Centre Island. After three hours on ship everyone was ready for the mess hall and no one lost any time in packing away plenty of sandwiches, cakes and all the good things a lunch basket contains.

Immediately after lunch, a picture was taken of the picnickers on the grounds allotted to us for sports. The races were then run off under the direction of an able Sports committee, who introduced a couple of new races. One being the "pop drinking contest," which consists of the lady holding a bottle of pop which the boy drinks "baby fashion." The one finishing first runs with his partner 50 yds. Miss L. Stephenson and W. Smylie did this up in quick style.

Toffani, the "Macaroni King" of last year, was nosed out by Irish Gibbons, whom we think must have been practising for this race.

Bill Mutch and Harry Coutts won the men's pick-a-back race, which established a new name around the Mill for Harry Coutts, namely, "Suitcase Harry." Seeing is believing so take a look at the snap of this race.

Raised on the bottle and not over it yet. Hamilton Outing

Riding the ponies at Hamilton Outing

A mixed ball game was the closing sport, ladies vs. men. The one rule of this game being that the men had to use the left hand, keeping the right one in the pocket. Did the girls win? Well, I'll say they did.

Supper was under way from four to four-thirty, after which the prizes were distributed. At 5.00 o'clock every one was ready to take the ferry and it was not long before all were on board bound for home. Eck. Chamerlain's Orchestra was there and those who were not too weary enjoyed the dancing.

Not an accident occurred to spoil the day and the sun was still out when we arrived home. "WHAT A DAY."

Floor Covering Plant

Norwood

When it doth rain, it doth also sometimes seem to pour. Thus do we record the following, which we believe to be a record for any one department in one month, other things being equal: Born to James Allsop, FFV, a girl; to Raymond Boyden, FFN, a girl; to L. M. Van der Pyle, FFN, a girl; to Patsy Long, FFF, a gir!; and to James Stowell, FFR. a girl. As our old friend Maurice Ketten would say: "CAN YOU BEAT IT?"

Arthur Spinks has joined the shipping department.

John Whitcomb and Donald Sampson have joined FF, and will work in various departments.

On vacations (among others): Wight, Sutherland, Huggard, Clem, Ghen, Van der Pyle, Rouillard (though he may pop in again tomorrow).

Back on the job (also among others;) Simeon Fownes, William Danaher, from his summer home in Norfolk; James Hanley, Hills, Latham.

Pete Sword has bought a Chevrolet coach.

Here's a heart-throbbing story for you. One day Ed Lines walked into one of the print-rooms and found a bird there, able to fly, but somewhat confused as to which was the way out. So Mr. Lines took the little birdie, climbed to the top of the hill back of the building, and threw the poor critter up in the air, to give him a good start.

The bird flew away.

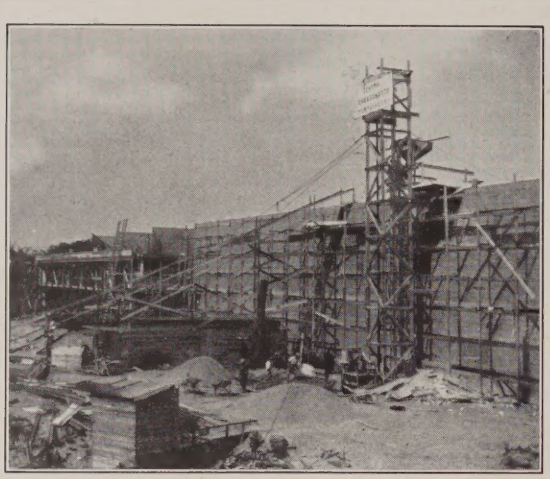
He circled around. And flew right back again, through another window, and into a tank of naptha. So down did our noble hero go, remove the bird, brush him off, and send him on his way, from whence he did not again return.

Leon Wilson is now in charge of Rug Border.

Floor Covering Plant

Chicago

Everyone agreed at the Divisional Meet-ups that things looked pretty sweet for Fall 1925. The use of our present discount policy as a means of getting new business at the end of our present discount seasons, at which times business would usually be moderate if not downright dull, has been demonstrated very clearly. Two or three salesmen have sent in letters attached to orders which they have received from some



New Floor Covering Unit, July 20, looking towards Morse Street

of their dealers for practically as much merchandise as they had purchased during the preceding five months.

We congratulate A. J. Spaulding on establishing jobbing connections with Beebe & Runyan Company at Omaha, Nebraska. They have built up a fine reputation as furniture and floor covering jobbers.

The four horsemen, O'Connell, McKone, Ayers and Somers put on a little prologue to the Hawthorne and Aurora racing. All they lacked were the horses and the race track.

Among the stories going around at the meet-ups, R. D. Carlisle tells the following on C. E. Tyson:

> "During the two months preceding Tyson's trip out into the Colorado part of his district he had gone around with blinders on the side of his car to keep from gazing around at the side of the roads so that when he got out to Colorado on some of the high Canyon roads there would be no danger of getting startled when running along at the side of a high precipice. In the low valley roads of Colorado Tyson had been in the habit of waving at everyone with a cheery "hello." As soon as he arrived at one of the high roads another car appeared going in the opposite direction forcing Tyson to move to the very near edge of a cliff at the side of the road. When asked why he didn't speak to the passerby Tyson remarked he was afraid to because he couldn't trust himself using that language."

This, no doubt, accounts for the fact Tyson claims that Carlisle could drive around the coping of the LaSalle Hotel with one hand on the wheel and wave the other at the people in the street—sixteen stories below.

Mr. Spoor of Harned & Von Maur, Davenport, Iowa, has recently had a unique demand for Neponset. A great many of the oil filling stations around Davenport have been using our yard goods for the bottom of their cleaning pits because the surface is easy to keep washed up and mechanics when lying down will not get their clothes soiled.

Mrs. H. L. Mehlman and son were at the Chicago Beach Hotel during the meet-up week.

Has anybody got a wheelbarrow? When a local transfer company went bankrupt recently they had a quantity of our merchandise on hand to be delivered to dealers but which hadn't left their warehouse. Hank Hagenbuckle, as a true Sherlock Holmes, traced the hundred and eleven pieces to the warehouse and succeeded in loading a truck full and overflowing and with two pieces left. We need the wheelbarrow for the last two pieces. Who has a wheelbarrow for Hank?

Miss Miller, formerly of the Chicago office, has moved to New York City.

R. P. McDonald, the stock record clerk of the Chicago office, has left to go to Gary, Indiana, where he is going into the clothing business. Matt Kuhl of the advertising department is at present doing his work, keeping track of the stock on hand of various merchandise.

J. F. McEndy who has a suburban territory about Chicago has recently been appointed Northeastern District Manager, supervising Indiana, Michigan, Wisconsin and Illinois except Chicago .

111 N. Canal Street, Chicago Floor Covering Division, being directly across from the Northwestern Depot, there is one thing all employees have thoroughly learned—soot. Barney showed the result of his training—he went out to win a law suit, McDonald selling business suits, Neponset is suited for every room in a suite and every time O'Connell sees a chance for an order he is in hot pursuit.

Mrs. Sweeney and Miss Clancy spent their vacation out in the mountains of Colorado.

Main Offices

Walter E. Dolan, for many years a fellow worker in Building and Roofing Sales, has left this company to accept a responsible position with the Norwood Lumber Co.

On vacations from CE: Miss Hubbard, Mrs. O'Neil, Miss Field, H. G. Costello.

Turkington, Floor Covering salesman in the Cleveland territory is spending his vacation in Salem, Mass.

The Atlanta and Philadelphia offices of CF have been moved to the warehouses in those cities, thus combining to advantage the sales and shipping work.

Miss Kady has joined RC as file-clerk.

Larry Southwick and Stan Bailey have joined CF as sales correspondents. Southwick has already proved himself an asset to the Bird & Son ball team.

Warren Graffam visited here en route from the New York Floor Covering office to the New Hampshire and Vermont territory. And he sports a new Dodge coupe.

Two new salesmen have been added to the CF force in Florida. Mr. Helfrich will handle West Coast territory and Mr. Kephart the East Coast.

Miss Ruggles has joined CF as Miss Bedell's assistant.

Messrs. Robertson and Hawkins attended the New England Traffic Men's conference at Providence recently.

Miss Poff has moved from East Walpole to the "Normere" in Norwood.

Ralph Nutter has been fishing and blueberrying in Pittsfield, N. H., week-ends.

Ricketson has traded his Ford coupe for a Studebaker roadster.

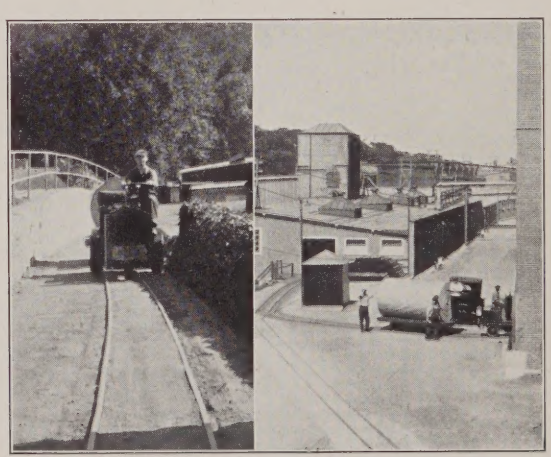
Miss McFarland will spend her vacation in Plymouth, Mass.

C. M. Phipps has purchased an Essex coach.

Norman F. McCann is driving a Ford touring car.

Tom Jordan has a Ford roadster in which to conquer Southern roads while selling Neponset.

More vacations: Winifred Rhind at Southport, Me., and Rita White at Hampton Beach.



Two views of the "Scenic Railway." Left, tractor and car coming up incline near No. 2 Beater Room; Right, Entering the New Box Shop

Business Briefs

1. What is a Corporation?

A BUSINESS is usually carried on by an *individual*, or by *partners*, or as a *corporation*. Generally speaking, the size of a business determines which form of organization is best.

An individual usually carries on such a business as a small store, for which he is entirely responsible. Often times two or more individuals feel that they can conduct a business best as partners and they make an agreement and share the profits and responsibilities.

A corporation is usually formed when it may be desirable to employ a large amount of money and the combined efforts of many people. Then, too, the State permits a limited liability of those who put money into the corporation. The State permits this limited liability because it has laws to regulate the conduct of such a company (in foreign countries the word Limited is frequently placed after the name instead of Incorporated).

Ownership of part of a corporation is indicated by certificates or *shares* of stock. Holders of these shares are *stockholders*. Because a few people can usually manage a business better than many, the share holders elect *directors*. These directors appoint the *officers* of the company. Directors meet frequently to vote on matters of policy and to confirm the acts of the officers. The officers usually give all their time to the daily affairs of the corporation. They carry on the business, appoint subordinates and employ many people.

A corporation, therefore, is a means of uniting a lot of money or *capital* supplied by many people. It likewise permits many people to work under the direction of the combined judgment of competent business men. It exists until its charter is cancelled by the State which incorporates it. For all business purposes it acts like an individual except that it often exists longer than any person.

Norwood Hospital Fund

ALTHOUGH there are no absolutely accurate figures available as yet, the returns on the Norwood Hospital drive show contributions from Bird & Son employees totaling approximately $44,000.

Of this amount $33,500 was given on "white cards," or subscriptions taken outside of the plant. The plant subscriptions were approximately as follows:

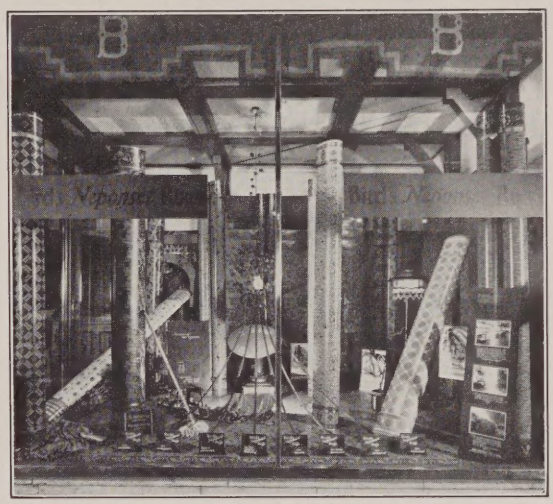
Paper Mill, $4,700; Box Shops, $2,600; Employees Mutual Benefit Association, $500; Floor Covering, $1600; Building and Roofing, $1600.

In addition to this amount there is a possible subscription of $20,000 coming from Bird & Son as a company, as its proportion of the amount agreed upon by local companies. This would bring the grand total to approximately $64,000.

Bright Patterns Demanded by Floor Covering Export Trade

THE other day we wandered over to the Purchasing and Traffic departments and asked Mike Hawkins if he had anything of interest for the "Where and How" column about Neponset products.

Mike said that he didn't know of anything except that we have made three shipments of Floor Covering to Ireland since the first of the year. Naturally he wouldn't tell us if there was any sent to Palestine, but at any rate, our interest was aroused and we hiked over to Miss Connor,



Floor Covering display in Bebarfield's, Ltd., Syndey, Australia

who has charge of Floor Covering exports. We plied her with questions, with the following results:

Neponset Floor Covering goes to Australia, South Africa, England, Spain, Belgium, Norway, Jamaica, Bermuda, Ceylon, France, Ireland, Mexico, Colombia (South America), Porto Rico and Honolulu.

The bulk of exports are to Australia, but for all foreign trade it holds true that the brightest patterns are the best sellers. Pattern 410 (in Floor Covering), a rather conservative blue, brown and white design, which leads the field here at home, hasn't a look-in elsewhere. "The brighter the better" say our foreign agents.

While we were talking Miss Connor brought out a sample of a design made especially for the export trade. The editor wears glasses but wished at that moment that they were blinders. That sample stood up on its hind legs and yowled. No chance for sleeping sickness with that in your bedroom. But it will probably sell, so there you are.

"Only so much do I know as I have lived."—Emerson.

"A wise man will make more opportunities than he finds."
—Bacon.

Bird & Son Lose First Half by One Game; Still In Fight

AFTER having lost the championship for the first half of the season by one game to Lewis, the Bird & Son nine is back fighting in the second half, and is now in second place in the league.

Larry Southwick, one of Bird & Son's pitchers

Those who saw the deciding game of the first half were well rewarded with a rapid fire contest. There were at least 2000 in attendance. Both teams played great ball, urged on by their supporters.

Bird & Son has a good ball team. There is no doubting it. They are in there fighting, all of them. They deserve your support and past experience has proved that if you give it to them they will play just so much better. It is rather disheartening to a team to play with only a handful of spectators to help them along.

Let's get that championship. The team can do it, and will—with your support.

Here's the schedule of remaining games:

August 1, Plimpton, at East Walpole; August 4, H. & V., at East Walpole; August 7, Berwick & Smith, at East Walpole; August 12, Fleming, at Norwood; August 14, Lewis, at East Walpole; August 18, Berwick & Smith, at Norwood; August 22, Bird Machine, at East Walpole; August 25, Flemings, at East Walpole; August 26, Winslows, at Norwood.

League Standing, July 27

	Won	Lost	Per Cent
Lewis	4	0	1000
Bird	3	1	.750
Fleming	2	1	.666
H. & V.	2	1	.666
Winslow	1	1	.500
Bird Machine	1	3	.250
Plimpton	0	3	.000
Berwick & Smith	0	3	.000

Veterans' Roll of Honor

WE give below a list of those whose fifth, tenth, fifteenth and twentieth anniversaries come during August, together with the names of our veterans who complete over 20 years of service during this month:

			Yrs.
Richard C. McCabe	Watch	Aug. 14, 1885	40
James E. Smith	Paper Mill	Aug. 17, 1885	40
Mary Friary	Building and Roofing	Aug. 1, 1887	38
Frank Murphy	Finishing Mill	Aug. 19, 1895	30
Hattie E. Willis	Office	Aug. 17, 1896	29
John Sullivan	Yard	Aug. 3, 1899	26
Daniel McDavitt	Piping	Aug. 3, 1899	26
John Sheehan	Building and Roofing	Aug. 2, 1902	23
Martin O'Donnell	Yard	Aug. 10, 1902	23
Mary McKinnon	Box Shop	Aug. 9, 1905	20
O. J. Goodspeed	Box Shop	Aug. 2, 1910	15
Samuel Hunter	Box Shop	Aug. 29, 1910	15
David H. Regan, Jr.	Machine Shop	Aug. 2, 1915	10
Henry Olsen	Machine Shop	Aug. 2, 1920	5
Mike Moses	Floor Covering	Aug. 3, 1920	5
George Woods	Floor Covering	Aug. 4, 1920	5
Benjamin North	Floor Covering	Aug. 19, 1920	5
Joseph Gelewicz	Paper Mill	Aug. 23, 1920	5
Charles Mihis	Paper Mill	Aug. 23, 1920	5
Patrick Kearney	Paper Mill	Aug. 24, 1920	5
Edward Scanlon	Box Shop	Aug. 30, 1920	5
Andrew Thompson	Cleaning and Oiling	Aug. 31, 1920	5

"Cy" Fogarty Resigns as Head of New San Francisco Office

THE first change in the personnel of the Pacific Coast Office of Bird & Son since its establishment took place in the resignation of T. C. Fogarty, in effect August first. "Cy" Fogarty, as he was known in the main office of Bird & Son, left East Walpole late in 1924 to assume the office management of the newly opened San Francisco branch.

Mr. Fogarty organized and perfected the office work until all was moving so smoothly that he felt he could better turn his talents elsewhere. He returned East via the three-day water trip from San Francisco to Seattle, Washington, and thence by rail to his home in Rockland, Mass.

Mrs. Mary Kersey, in charge of the stenographic department of the San Francisco branch office, is now handling the accounting. The office is "sprucing up" in anticipation of calls from many out-of-town buyers during the forthcoming "Diamond Jubliee Celebration," which promises to be a big event in San Francisco in September.

Card of Thanks

I wish to express my thanks to the firm of Bird & Son, inc., and to my fellow workers for the many kindnesses shown me in my recent bereavement.

Anthony J. Chamberlain, ERE.

BIRD NEPONSET PRODUCTS

Floor Covering Division

NEPONSET Rugs NEPONSET Floor Covering NEPONSET Rug Border
Lining Felt

Building and Roofing Division

Shingles

NEPONSET Twins American Twins Proslate Fours American Fours
Diamond Fours Lock-Butt Individuals

Roll Roofing

Paroid Art-Craft Shingle Design Slate Surfaced
American Ready Universal

Building Papers

NEPONSET Black Saturated and Coated American Economy

Wall Board

NEPONSET Board, Cream White American Wall Board

Specialties

Asphalt Felt Paroid Built-up Roof B. & S. Deadening Felt
Plastic Cement Roof Coating

Box Division

Solid Fibre and Corrugated Paper Shipping Cases NEPONSET Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes

Special Paper Division

Shot Shell Cartridge and Wad Papers Rocket Paper Black Tube Paper Torch Paper
Bird Wadding Gray Index Cardboard Jacquard Board
Felt Papers for Special Purposes

BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**

BIRD
NEPONSET
PRODUCTS
TRADE
MARK
WATER PROOF

The NEPONSET REVIEW

VOL. XIII No. 9

September 1925

BIRD & SON, inc. East Walpole, Mass.

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.; Phillipsdale, R. I.

Floor Covering Plant
Norwood, Mass.

Roofing Plants
Norwood, Mass.; Chicago, Ill.

Box Factories
East Walpole, Mass.

Executive Offices
East Walpole, Massachusetts

Branch Offices
Boston, New York, Chicago, Philadelphia, Atlanta, San Francisco, Minneapolis, Columbus and Paris, France

Warehouses
New York, Chicago, Philadelphia, Detroit, St. Paul, Atlanta, Dallas, Denver, San Francisco and Paris, France

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Officers and Directors

President, CHARLES S. BIRD **Vice-President, PHILIP R. ALLEN**
Sec. and Treas., HERBERT H. MILLER

General Sales Mgr., PHILIP R. ALLEN
Asst. to Vice-Pres., RICHARD C. FLOYD

Roofing Sales Division
Manager, PHILIP H. BAILEY
Eastern Manager, WILLIAM E. HALE
Southern Manager, AUSTIN D. KILHAM

Box Sales Division
Manager, CHESTER H. ANDREWS

Special Paper Sales Division
Manager, ELMER H. BARTLETT

Western Roofing Division
Manager, FREDERICK H. HIRD
Assistant, WILLIAM W. WILSON

Assistant to President, DONALD A. CHASE
Auditor, AXEL H. ANDERSON

General Manufacturing Mgr., GEORGE R. WYMAN
Asst. Manufacturing Mgr., SPENCER B. MONTGOMERY
Purchasing and Traffic, ALLEN H. RUSSELL
Assistant, MICHAEL J. HAWKINS
Plant Engineer, CHARLES W. CONRAD
Chief Chemist, EUGENE L. CONNOLLY
Supt. of Planning, PHILLIP N. HILLS
Supt. E. Walpole Plants, STEPHEN W. SMITH
Asst. Supt. Box Factories, JAMES B. MAGUIRE
Supt. Phillipsdale Plants, THOMAS G. HENDERSON
Supt. Norwood Plants, EDWIN M. LINES
Asst. Supt. Floor Covering Plant, RALPH M. WIGHT
Asst. Supt. Norwood Roofing Plant, ELI L. CHAMBERLAIN

Labor Bureau Manager, BENJAMIN D. ROGERS
Asst. Treasurer and Credits, DIMON E. MERRILL

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(Floor Covering Sales)

Officers and Directors

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Sec. and Teas., HERBERT H. MILLER

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Western Manager, RALPH W. WESTCOTT
Pacific Coast Manager, L. K. SMITH

Makers of Quality Products Since 1795

The NEPONSET REVIEW

New Floor Covering Unit Near Completion

Expect to Start Production about October 1; Several Changes Made in Building Construction and in Machinery

IT seems only a few days ago when those of us who frequented the Floor Covering plant saw a big steam shovel come lumbering down Morse street, turn in just before it reached the gates and start to work on the land between the finishing room and the street.

The new Floor Covering Unit nearly completed. At the left, the print room; center, the drying ovens, and lower right, the finishing room

Today, as the picture in the center of the page will show, there stands completed the new Unit that we have been hearing so much about. While much remains to be done in the way of cleaning up, installation of lights, etc., to all purposes the unit is finished, and production is scheduled to start by the first of October.

Since the early part of March of this year work has gone on without interruption. The huge print machine has already been delivered and will be set up as soon as the floor is clear and the tracks are laid.

The rolls of felt, undercoated and ready for the print machine, will be delivered at the Morse street end of the unit, through the shipping door, shown on page two. Because of the comparatively long haul from the undercoat department to the new print room, and in order that a long run may not be interrupted, there has been additional floor space provided in this room to allow for storage of a full 24 hours' supply of rolls.

The print machine itself, while practically a duplicate of that in No. 3 unit, has some refinements that the old one has not. A pressure oiling system will be a feature. Another advantage will be that of interchangeable frames. This means that these frames, which hold the printing blocks, can be moved from one part of the machine to another. In changing and adjusting patterns, such a feature will be a great time-saver. The frames, which arrived with the rest of the new machine, are being tried out on No. 3.

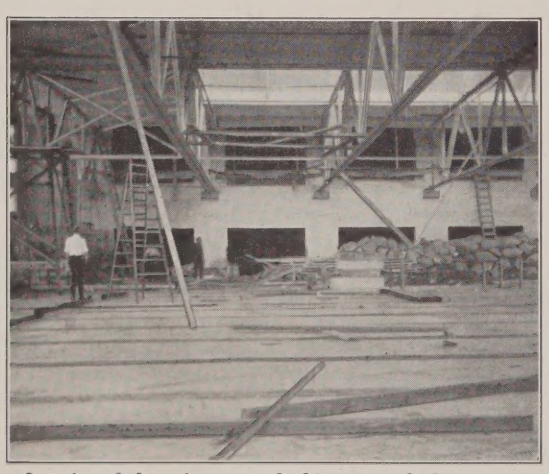
The printed Floor Covering will be taken

Here's what it looked like in March, 1925

from the end of the print machine into one of the ten 200-foot ovens, five on each floor. These ovens also contain some improvements over the old ones. They will be of reinforced concrete, with brick outer walls and "partition" walls throughout, making the building as nearly fireproof as possible. The oven racks will be all steel frames, with wooden runways. The walls and roofs of the ovens are insulated to prevent heat losses.

The pull-out room where the long sheets of Floor Covering or Rugs are taken from the oven-racks and wound into rolls, will face the No. 3 finishing room. Upon completion, the new finishing room will be combined with that of No. 3 and the Floor Covering will be fed in at both ends, move towards Morse Hill to receive the famous red-waxed back and be cut into the desired sizes, and then shipped through the door of No. 3.

The pictures explain themselves. In the large photo on page one, looking from left to right, are the print room, the oven building, and in the lower right hand corner, the finishing room.



Interior of the print room, looking towards drying ovens

Other pictures show the receiving door near the Morse street gate, interior of one of the ovens before the installation of the racks, and a view of the print room, nearing completion.

In size, the new buildings will be about the same as those housing No. 3. The print room will be about 132 feet long and 117 feet wide, 17 feet wider than the other. The oven building will be 215 feet long, and the finishing toom 117 feet, making a total length for the unit of approximately 464 feet.

The unit has been erected by the Central Engineering and Construction Company of Pawtucket, R. I., under the direction of C. W. Conrad, plant engineer of Bird & Son.

Where the big rolls of undercoated felt will come in

The buildings were designed by Monks and Johnson, Architects, of Boston.

Measured from end to end, and counting the new finishing room, the length of the No. 3 and No. 4 units is more than 1000 feet.

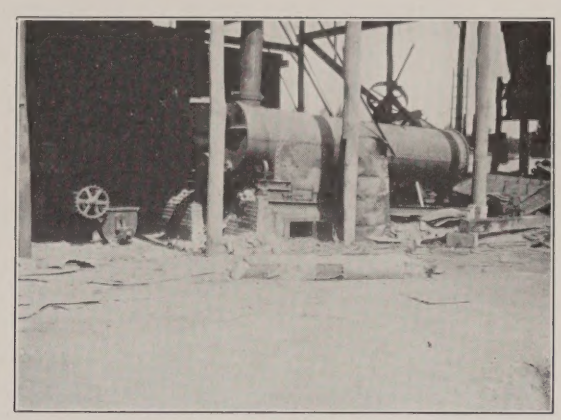
In the October Review—

NEXT month's issue of the *Review* promises several things of interest and value to our readers. In the first place, it will be brought out as the "Western Number" and will feature Building and Roofing activities in the West. Inserted in the regular issue will be a "Home Building Supplement," which will contain much that is of value to those who are now planning, or who may some day plan, to build a home.

Additional material on safety and fire prevention will also be included, as "Safety Week" and "Fire-Prevention Week" both occur next month.

Old Sand Plant at FB Demolished

The Sand Plant partially demolished



Machinery for drying sand

TO the hundreds who have looked at and inquired about the new Floor Covering Unit, there is probably a bare handful of people who knew that the old Sand Plant at Norwood was being demolished. In fact, even those who were here when the plant was working have probably forgotten that it was still in existence.

Visitors to the Roofing Mills passed it by with hardly a glance, as it stood on the hill above the mills, looking down on its newer brother and across the valley to the Floor Covering buildings.

A "tour" of the Sand Plant proves short, but interesting. In the first place, the principal function of this plant was to prepare the sand that was used to surface "Bird's Granitized Roofing." The sand was brought from the pond on Morse Hill and delivered at the rear door of the plant.

It was taken by conveyors to a sifter up near the roof, where all rocks and other foreign matter was eliminated.

As later processes in surfacing required that the sand be dry, it was conveyed to a revolving steel drum, which is the large machine you see in the right-hand picture. Heat was applied, the drum revolved, and in due course the completed product was ready to be bagged and hauled to the other plant. The sand plant was built in 1911, and ceased production in 1920. In handled about 100 tons of sand a day.

Swimming and Diving Contest Held at Morse Pond August 22

OVER sixty Norwood and East Walpole boys and girls entered the swimming and diving contest held Saturday, August 22, at Morse Pond. The events were run off under the direction of C. O. Littlefield and Robert O'Keefe, caretaker and swimming instructor at the pond.

Many of the children have become expert swimmers and divers in the two seasons that the pond has been in use, and all the races were closely contested.

Mary Cofsky and Veronica Nardin proved their superiority in the older girls' races and diving contests, winning all three contests in the order named.

Carl and Peter Clem and John Jasionis divided wins in the three contests for boys under 17. Jasionis, who won the diving contest, has been selected to give diving exhibitions at the swimming pool of the Brookline gymnasium.

The following are the winners:

Girls under 13 yrs.: 25-yard dash—Mary Okulenvich, Alice Fessenden; diving contest—Mary Okulenvich, Jenny Cofsky.

Girls under 17 yrs.: 25-yard dash—Mary Cofsky, Verona Nardin; 75-yard dash—Mary Cofsky, Verona Nardin; diving contest—Mary Cofsky, Verona Nardin.

Boys under 13 yrs.: 50-yard dash—Mike Sadaway, Adlof Sinkiewicz; 75-yard dash—Joseph Long, Fred Slaney; diving contest—Adolf Sinkewich, Joseph Long, Mathew Hopkins.

Boys under 17 yrs.: 50-yard dash—Carl Clem, John Jasionis; 100-yard dash—Peter Clem, Carl Clem; diving contest—John Jasionis, Carl Clem.

Vacation Picture Contest!

Any one of the snaps you took on your vacation may be worth

$5.00

Other prizes will be $3.00 and $2.00 repectively. Send in as many as you wish to the editor before September 15.

Prizes announced in October Number

Santa Barbara Quake Didn't Slacken Ferguson's Business

IN this section of the country, where visits by earthquakes are few and far between and are hardly more than polite social calls, a real bang-up time, when the earth wobbles about more than a little bit, seems an occasion for the shutting down of all business.

Ferguson's "store front" at Santa Barbara. Mr. Ferguson on left; Caldwell, Neponset salesman on right

Not so on the Pacific Coast. It takes more than an earthquake to stop things out there. An unusual example of this is told by the pictures which show the "store-front" of the Ferguson Furniture Company, following the recent Santa Barbara earthquake, and the interior of the "store," which was really a garage.

Ferguson was really one of the fortunate ones in the earthquake, as very little damage was done to his store during the first quake. But they moved almost immediately, as buildings were falling all around them, and secured the remains of a garage, which the pictures show. Another fortunate occurrence came when the walls of the Ferguson warehouse fell out instead of in, causing practically no damage to the warehouse stock.

Interior of store, showing unique Neponset display

The original store was in a concrete building and the walls were cracked in several places, making it unsafe. This is the only kind of construction that withstood the quake at all. Practically all of the brick and stone buildings in the business district were shaken down. Mr. Ferguson, who also operates stores at Ventura and Santa Paula, plans to replace his damaged store with a new one on the same site, but with a larger frontage.

Credit Union is Handy and It Helps You Save Money Easily

WE are now grasping our stylus firmly while we write an item anent the Credit Union.

Though for sometime now the *Review* has made no mention of it, the Credit Union is still doing business and doing it creditably.

Membership, assets and volume of business show a steady increase over last year. Courtesy, accommodation and care on the part of all who are in control serve to keep our little bank in a perfectly healthy state of continuation.

Some of the members realize and accept the fact that the Credit Union furnishes them with an opportunity to save money. This, it seems to me, is its chief object. At one's request a certain number of dollars are deducted from the pay envelope each week—dollars that one doesn't miss much. Then some day when one needs a few or many dollars in a lump, he has but to ask for it and the needed sum is in his hands. Having it in his hands thus, he may hold up his head in the pride of possession.

But we have with us a certain type of individual who sees in the Credit Union only a chance to get hold of some easy money by borrowing it whenever and for whatever purpose he wants it. Unfortunately, we also have some foremen who take the same attitude. Easy money borrowed thus does not give the borrower any genuine satisfaction; nor is it good banking practice to make loans of this kind, although the making of loans for worth-while purposes on good character and security is part of our business.

By careful management the Credit Union has been maintained to date and the members must by mutual compact agree to cautious and positive policies that its good offices may continue.

H. E. R.

Three Employees Complete 120 Years' Service

WHEN you glance over the Veterans' Roll of Honor each month, don't you sometimes wonder at the numbers of years of service that are there represented? Take a pencil and add the years together. The result will surprise you.

Richard McCabe, Elmer H. Bartlett, and James E. Smith, whose combined service record equals 120 years

During the past two months there were three men at the East Walpole Mill who together rounded out 120 years of service with Bird & Son. They were Elmer H. Bartlett, sales manager of the Special Papers division; James E. Smith, night foreman at the Paper Mill; and Richard C. McCabe, night watchman at the Main Mill.

Mr. Bartlett came to Bird & Son July 25, 1885. On the fortieth anniversary of that date he sat in his office almost overwhelmed by a huge bunch of roses sent in honor of the event. He also proudly exhibits a handsome leather-bound book, containing a tribute to his splendid record, and signed by many of his associates, some of whom have known and worked with him throughout the 40 years.

We gladly print the following, which Mr. Bartlett quietly laid on the desk the other day: "To my friends, associates and co-workers—

"I thank you most sincerely for the testimonial as presented to me July 25, commemorating my fortieth anniversary in the service of Bird & Son. It is with the deepest appreciation I peruse the sentiment expressed and recall with fondest recollections the authors of these autographs.

"I heartily reciprocate in the trust and the hope 'that your future may bring nothing but the good things' of life and that our cordial relations may continue to the end."

Mr. Smith, better known as "Jimmie," came to work here August 17, 1885. It is interesting to note in passing that the wages paid to him at that time amounted to 27 cents an hour. The picture of Jimmie was taken at the Bird Club, where he was given an informal dinner by several of his fellow-workers.

The editor visited Mr. McCabe at his home on Bird Street, where the accompanying photograph was taken. After the ordeal was over, we sat down on the steps and talked. We spoke of the chimney which was being repaired. This brought Mr. McCabe to mention the days when all the coal used at the paper mill was brought in two or three trips a day, by horse-drawn wagon. Today it would keep a dozen or more horses jumping all day long, just to tickle the palates of the huge boilers.

Mr. McCabe has been here just three days longer than Mr. Smith, having started work August 14, 1885, as night watchman, which position he has held faithfully and well throughout the years.

EMPLOYEE'S NOTICE

The Building & Roofing Division has on hand from time to time special lots of roofing material that for various reasons cannot be offered to the trade, but which employees may secure at very reasonable prices.

If anyone is in need of roofing material, they should inquire from the Building & Roofing Sales Department as to whether any such material is on hand that will fill their needs.

Life Not So Dull "Down" In Labrador, Says Miss Leavitt

WHILE most of us have been trying all summer either to stand the heat or to avoid it via the vacation route, one of our number has been keeping cool, even while working, and having a mighty interesting time of it at that.

Some of Miss Leavitt's pupils holding "huskie" puppies

When Margaret Leavitt, nurse at the East Walpole mill hospital, left on a three month's leave of absence to work at the Grenfell Labrador Medical Mission, she promised to send back a story and some pictures. She did, and here it is, as much of it as we have room for.

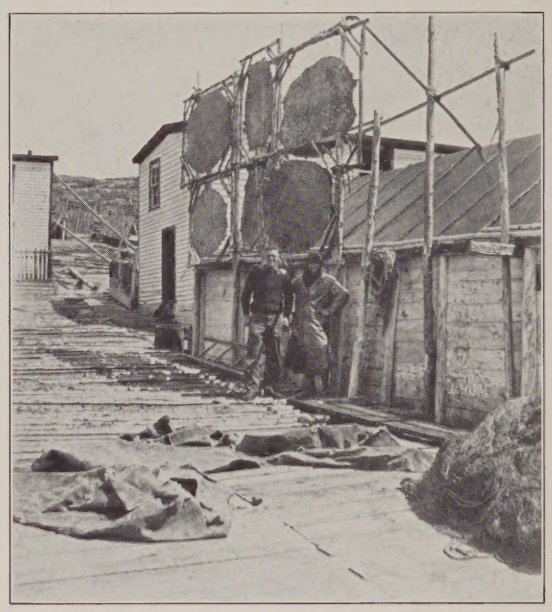
"I have health habit classes with the children by day, and in the evening classes in home nursing and first aid with the women. I had hoped to have classes in first aid with the men, but as they are either out fishing at the traps both day and night or salting the catches they have made, this is impossible.

"It is impossible for people at home to realize what it is to be without medical attention as the people are here.

"I have made several trips to the cod traps with the fishermen and, to use the slang phrase, have experienced the 'Thrill that comes once in a lifetime.'

"Mr. Tower had better come up here when he goes fishing for salmon, and he will have no difficulty in sending home hundreds of salmon tails or pictures of his catches either.

"On our way up here we went into one of the big shops at North Sydney with some of the boys who wanted to purchase flies for catching salmon. We listened to a long discourse on the merits of each fly. When we arrived the natives told the boys that they just put a piece of flannel on the end of the hook and caught plenty. The boys then made a threat to raid the hospital's red blankets.



Seal skins drying in the sun, and two folks showing how cool it is up there

A good iceberg snap

"The interests here are many and varied. There is generally some big fishing schooner or some yacht from our own country here for a few days. We entertained and were entertained by the MacMillan expedition for five days.

"I read the July *Review* with a great deal of interest, especially the notes that told of the people eating messes of green peas from their gardens—with considerable envy. I have eaten a little fresh cabbage since I have been here and had a taste of a few canned vegetables. Practically the only vegetable raised here is cabbage.

"I should like to send postals to many, but as these are few and far between, I will have to ask to be remembered to all."

Four Nails, a Hammer and Two Minutes

A loose plate is bound to fall

Better nail it down

WHILE the July accident record was decidedly unenviable, there seems to be a decided improvement thus far in August. There have been no very serious accidents, but there was one that might have been even fatal. We have picked it as an example of "how it happened and how it could have been prevented."

In unloading the freight cars at the FB shipping platform, and at all others for that matter, it is necessary to use an iron plate, sometimes called a toe-plate, to bridge the gap between the frieght-car floor and the platform itself.

There is a right way and a wrong way to use these plates. A man at FB used one the wrong way. As the picture on the left shows, the plate was not fastened in any way. This unfortunate workman was rolling a roll of felt from the car to the platform. Just what happened when he hit the plate cannot be discovered, but this much is certain—that the plate slipped, throwing him between the car and the platform with such force that he gashed the back of his head severely. That he escaped a fractured skull and probable death is little short of a miracle.

The photo on the right shows the method of prevention. Nail down the toe-plate. Leave plenty of leeway on both sides. Don't use a short plate where a long one is needed. In taking these pictures it was necessary to use a shorter plate than would be safe to use in actual unloading. Don't expect a loose iron plate to stand still when it is being constantly used as a bridge for weights approximating 7000 pounds. And if the plate moves with you on it you'll move too, and it may be the last move you ever make.

A hammer, four nails and two minutes whould have prevented this accident. Easy, what? And if you'll stop to think of it, most accident prevention is easy—or should be. Getting hurt is easy too, if you are careless. But keeping out of accidents is just as easy. "Pick your choice."

Standing for July

Dept.	No. Emp.	Accidents	Days Lost	Per Cent
DM, DF, DV	237	1	2	.984
EM, ER	159	1	1	.977
FX1 and 2	301	2	12	.956
DP	199	3	19	.898
FF	285	3	45	.878
FB	242	8	96	.670

Protect Yourself!

During recent years the number of cases of smallpox, in this country generally, has increased and there has been an occasional outbreak, here and there, involving a considerable number of cases, in a few instances reaching epidemic conditions. In some of these instances the type of the disease has been extremely severe, with a large percentage of fatalities.

Owing to the fact that a case of smallpox broke out recently in the Glenlyon works, near the Bird & Son plant at Phillipsdale, all employees at Phillipsdale are being urged to have themselves vaccinated.

No case has yet broken out at any of our plants. But the frequency of outbreaks in various places has been attributed by health authorities to lack of vaccination. In many places where there has been little or no smallpox for many years, people generally have neglected this precaution and a large part of the population is unvaccinated and susceptible to the disease when exposed to it.

For your own protection you should be vaccinated. The firm of Bird & Son will stand the cost. If you are a member of the Benefit Association you may visit your own doctor and the Association will pay the bill. Or you may go to one of the plant hospitals or emergency stations, first making an appointment to meet the company doctor there.

The NEPONSET REVIEW

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The *Neponset Review* will gladly publish communications, suggestions, photographs, or articles of interest to its readers. Address all correspondence to the Editor, *Neponset Review* East Walpole, Mass.

Captains of Industry

HAVEN'T you sometimes marveled at them, these people to whom the title refers? Hasn't the phrase brought to your mind men of giant intellect directing huge organizations by sheer dominant force?

Come down from the heights for a moment to the humbler walks of life. Look at this home. Here live a man and his wife and seven children. The father has never earned more than $25 a week. Yet they own their own home and furnishings, keep a cow and plant a large garden each year. Mortgages or other debts are conspicuous by their absence.

Perhaps you think that this has been done by overworking everyone, with no time for the better things of life—no attention to education of the children. You are wrong. Every one of the children has received or will receive a high school education. And according to present plans every child will go to college.

The whole story of how they did it is a secret, but here is enough of it to think over. And remember, it is all true. The money to start the first child in college was saved by a monthly deposit in a co-operative savings bank, over a period of twelve years, of sufficent money to yield a fund for college expenses. After the first child has entered college it will then be up to him, not only to help himself, but to aid the next in line. And the next will aid the next, and so on down.

It is not a flawless scheme. There is much dependent upon its success. But somehow we think it will succeed.

Before you return to your admiration of the business giants, look again at this remarkable couple, come from across the water, lacking the benefits of education, but determined with a strength that will not be brooked that their children shall have their desire.

Success to them—captains of industry!

Theophilus J. Caveman

AGES and ages ago Theophilus J. Caveman came out of his rocky dwelling one morning and was confronted by a gillywhickus with a large set of molars and a mean disposition. Theophilus was no coward, but he was no match for the gillywhickus so he retreated, to the temporary safety of his cave and sat down to think it over.

A sharp pointed rock lay at his feet. In his hand he held a long, heavy stick.

He examined the latter more closely. In one end was a split, running lengthwise. "Hm," he murmured, leaning down to pick up the rock. He fumbled with it a bit, and then pushed the rock into the split. It fitted, but it was loose.

Theophilus thought.

After a while he wandered down to the river bank. There were large bunches of reeds growing there. Theophilus hauled one out by the roots. It was long and tough. Slowly, painstakingly and with many a slip he tied the stone firmly into place in the stick.

The next morning he arose early, and going out of the cave, sat down on a rock directly in the path that he knew the gillywhickus took every morning on his way to call on the Gawhumpus family on the other side of the mountain. His new weapon lay beside him.

The animal was on time, with the same set of teeth, but an even meaner disposition. "WOOF!" he said, in large 10-point capital letters.

"Woof yourself, old man!" quoted Theophilus, and with extreme deliberation he knocked the gillywhickus half-way across the valley.

Presumably he lived happily for a long time afterwards. Theophilus was the kind that would. If he were alive today he might not be another Edison, but he would at least grasp the opportunity to have his suggestions accepted at $5 per each.

Theophilus was the original suggester.

Library

THE American Library Association, keenly alive to the need of guidance by those interested in self education, has listed the service of educators in compiling a series of Reading Courses on a wide variety of subjects, each of which is being treated by an authority in its line. The booklets in the course on biology by Vernon Kellogg and English literature by W. N. C. Carlton are ready for circulation.

Ten pivotal figures of history by Ambrose W. Vernon, and some readings in American books by Dallas Lore Sharp are the next to follow; later the subjects of economics, music, sociology, physical science, some phases of American government, psychology and philosophy will be brought out.

Describing each course, there is to be published a pamphlet introducing the subject, bringing out to the reader the pleasure and profit to be found in its study. It will recommend a few of the best books on this subject and describe them in a way to help the reader understand and enjoy them.

We are looking forward to the receipt of the booklet on English Literature which will have an interest for so many of us and would like an expression on other subjects in the series which would be of interest.

"There is no frigate like a book" to take us miles away. Our library has trips to offer for every taste and every direction. One particularly pleasing one is with Faure in his journey to the Italian lakes. The book is filled with pictures from beginning to end and just enough explanatory reading to make us feel something of the lure of the Italian lakes.

The occasional letters and postals which have reached us from Labrador from Miss Leavitt, who is working with Dr. Grenfell this summer, suggests some of his books which will now have greater interest for us—"Down to the Sea," "Dr. Grenfell's Parish," "Labrador," "Tales of the Labrador."

Those who enjoy exploring in the West will delight in "Fifty Years on the Old Frontier" by G. H. Cook, "Pioneer West" by J. H. French and "The Lake Superior Country" by G. H. Longstretch.

A book of discovery by M. B. Synge leads us along with the world's greatest explorations from the beginning of records down to the present time.

These are but a few of our good travel books. Let us show you what we have. They will take you to all points of the globe.

A famous old writer says, "The traveling I mean is in books—the only kind of traveling by which knowledge is acquired. I have traveled a good deal further this year without the assistance of a ship. I can go further in an afternoon than you in a twelve-month."

The Lines-lion Bird

With shaggy mane and grinding teeth
The Lines-lion bird is with us
Be careful lest he lift his paw
And tear you to the "gizzus."

He stands upon a pedestal
Of felt-base and of shingles
And what he'd do if he could catch
The guy who writes these jingles.

Around the Norwood mills he prowls
So look out all you friskers
He tears the loafers limb from limb
And the wind blows through his whiskers.

He keeps the print machines ago
And turns out miles of roofing
But he's really not a bad old lion
These knocks are only spoofing.

GUS, the editor's mascot.

Bird Club Members

Annual meeting and election of officers will be held at the Club House, Friday, September 11, at 8 p. m.

Please attend.

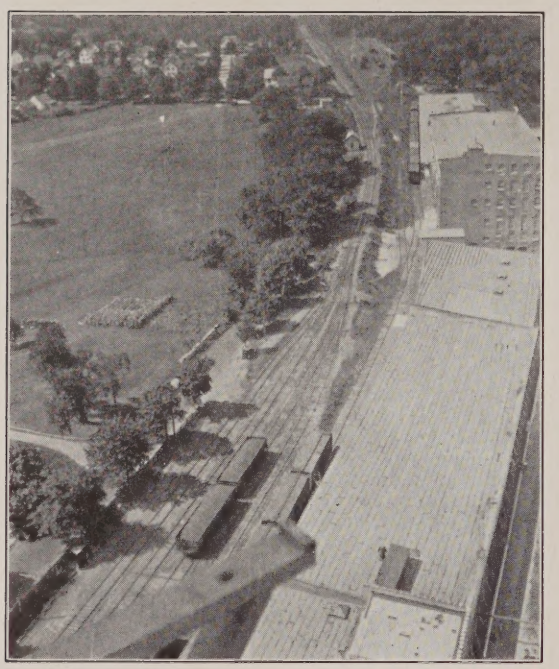
Notes From Plants and Offices

Paper Mills

East Walpole

Pat Egan received a post card during the month, one of those vacation things, with "having a great time, wish you were here" written all over it. He turned it over, the picture looked familiar. It was. Mike Burke, vacationing in the distant metropolis of South Walpole, had sent it to him.

Others on vacation include (either coming or going): Jack Hale, at Provincetown; John M. Smith, on Cape Cod; Jim Geary, at Salisbury; Mike White, "Herb" Schaier, at Niagara Falls and New York City; James Hammond, Robert Morse, at Old Orchard.



Looking toward the New Box Shop from the chimney top

John E. Maguire, with the help of Herman Nordstrom, built a new garage and while it may not be exactly "plumb" it is a good looking job.

James Donnelly has undergone an operation at the Norwood Hospital. We are glad to report that he is well on the road to recovery.

Dave Heylin had his hair cut short during the summer months. Says it's cool. But when winter comes?

"Tap" Geary purchased a new "Study" touring car. This is Tap's first car, and he isn't used to it. He mistook the darn thing for a watch and wound it up twice a day for a week, before he discovered it had a starter on it.

We extend our sympathy to James O'Donnell, who lost a leg recently. Some tender-hearted crook stole a leg from Jim's overalls. Mebbe he took it for a centipede.

Peter Folan says that the crows nowadays must be getting educated. They were stealing all the feed that Pete put out for his hens, so he decided to treat them royally. He obtained a quantity of stale bread and a pint of (?) and saturated the bread with the liquid. The result was that when the crows got "soused," Pete gathered them in, and after getting on their feet again they started right in laying eggs. He gets 90 cents a dozen for all he can supply. Anyone want any crows' eggs?

Jack Fitzgerald sang "That Old Gang of Mine" for two whole days recently, after getting back from his vacation.

Jim Kivlin has taken his vacation. After long preparation, involving the hiring of a special train with dining car and sleeper, and provisions for three months, Jim mailed a post-card to the boys from the distant outpost of Worcester, Mass.

Maintenance

"Having a good time": Frank Fisher, Harry Mann, Tom Graney, D. J. Cullinane, F. Whitehead, J. H. Bowers and DesJardines.

"Had a good time": Harold McNeely, Harold Phalen, Miss Leary, John Burke, Joe Sheehan, Mr. Conrad, J. H. Smith, George Murray, J. Bache, George Wallace.

Ambrose Fitzpatrick has taken over his new duties in FX2 after substituting in EM office.

Messrs. Montgomery, Maguire and Hills spent a week recently on a trip through the Middle West, visiting corrugated box plants.

James Clark, ERE, spent a week trout fishing in Maine.

Jack Manley, H. Godkin, Jack Curran, Eddie Ryan and Timmie Cullinane have returned from their vacation spent at Old Orchard.

Freddy Duncan leaves EF soon to take up his studies at Springfield College. Best of luck, Fred. We hope you do as well there as you did in EF.

Timmins of EF is busily at work getting his bungalow at Hog Island ready for vacation time. We wonder how he manages to drive there and back, but then, they say that a Buick will go anywhere.

Box Shops

Back on the job: Ed Scanlon from the Cape, Frank Welch, Olive Burke, Jimmy Dine, John Clancy, Ernest Strather, John Wilkes, Ethel Havey, Annie Poznec and Freddie Gifford.

Sam Gladding is knocking off a few thousand miles in his "puddle hopper," through Maine and Vermont.

Department FXK is down for a few days due to changes in DMPM3.

Miss H. M. Johnson spent her vacation over the border, but on returning home was detained at the line.

Howard White is announcing to all who will listen, the arrival of a new boy at his house.

Dave Glazebrook is also a new "proud father."

FX1 vacations: Al Kendall, William Jackson, Roy Fullerton and William Downing.

Roy Fullerton was out driving the other day, and passed a couple of hens, barnyard variety. Next day he received a call from the Walpole "Chief of Police" who wanted to know

Left to right: T. P. Maguire, now on pension: Sydney Harrad, former employee, and J. H. Maguire, night superintendent of the paper mill

how about paying for those hens. Roy was scheduled for a vacation and didn't want to pay for the hens or spend his vacation in jail, so he offered to "make it right" with the "Chief." The voice said that it would call later, but it never did. Now when Roy passes any hens he always gets out and looks at his tires to make sure he didn't hit 'em.

Phillipsdale

Our cashier, Dan Henderson, has not been feeling very well for a week or so, but we hear that he is getting better and we will be glad to see him back again with us.

Henry Phelps has been trying to break all records with his new car. The first two weeks he hit up 1500 miles including two trees and a garage.

We welcome Charles T. Christy who has started with us as an inspector.

Tommy Horridge is getting in trim for the second-hand car business. Having tired of his old car he traded it in for a Buick Coupe and after riding around in it for a while he felt lost and traded that in for a Chevrolet. Up until last night he still had the Chevrolet.

We are glad to see Joseph Moura around occasionally. He was hurt rather badly a few weeks ago, but is now able to come and see us once in a while. He expects to be back in two or three weeks and we will be glad to see him.

Our sympathy goes out to the family of Anthony DeRose, who have just lost their mother.

Pat Reynolds is sporting around in a seven-passenger Studebaker. All he needs now is a large family to fill it up.

Oscar Anderson, Jack Hammerlee, Leslie Howard, Billy Banks and Miss Maguire have all had their vacations and have returned without any major casualities as far as we can see. Billy Banks was knocked over by a regular Massachusetts reckless driver up in Lowell, but he says that little things like that don't bother a mechanic.

Talking of vacations reminds us that Lloyd Allen must have had a pretty good time on his, for the second day he was back he stepped on air while crossing our railroad bridge and skinned all four legs. He was not seriously hurt, however.

Roofing Mills

Norwood

Harry Dresser, sterling news agent at FBM, is away on his vacation. If news is scarce, there's a reason. Incidentally, we have it on good authority that someone who ought to know said that Harry had been swimming, and was good at it, in spite of the fact that "he hasn't been in the water for twenty years." Not even on Saturday nights?

Bill Churchill, one of the Neponset Twins, has a slight touch of hay fever. The other twin is beginning to shy at the sight of goldenrod.

C. L. Irwin's daughters, Ontario Building and Roofing Sales. Left to right are June, Doris and Betty

Fred Fuller has bought a Ford sedan, and swears that it has the best engine that Henry Ford ever made.

John Foley has bought a new house in Norwood.

Howard Everett is on his vacation, spending his time burning up the roads between East Walpole and Mansfield.

Robert Garner has rejoined the laboratory staff temporarily.

John Howard is in charge of slate unloading at FBX.

Jack McAleese has left this department, and is now in the trucking business in East Walpole. Best of luck, Jack.

Alden Boothby is vacationing at Swift's Beach.

Warren Manson and Jack White went fishing at Brant Rock recently. It is not reported how many fish they caught, but as it took them 5 hours to "catch" the boat, there couldn't have been much fishing.

The asphalt storage tank, moved from FF, is now in use.

Hamilton

It has been Clean-up, Paint-up Month for the Hamilton Plant. The office has just received a coat of paint and the fence enclosing the Bird grounds is shining, too.

Our new tennis court has been completed and is a dandy too. The tennis enthusiasts have formed a club and we are looking forward to boasting a couple second "Helen Wills."

The Playground Association has been levelling the section of land allotted to them for playgrounds and soon everything

Left, Watson and O'Donnell holding up the hose-house; right, enjoying a noon hour smoke at FB

will be in fine shape for the kiddies, who have been interested onlookers and have already enjoyed the slides.

C. P. Cowan, manfacturing manager, has been spending most of the month along the banks of the Jacques Cartier River, Pont Rouge.

R. C. Crooker, accountant, has started a beaten path between Hamilton and Pont Rouge.

Joseph Sells, a mill employee for 18 years, celebrated on June 19 his thirtieth wedding anniversary. With a record like this it is unnecessary for us to wish Joe continued happiness.

We were glad to have H. G. Johnson of East Walpole call on us while he was vacationing in Canada. We hope if there are any others up this way they will drop in and see us.

The Hamilton mill commenced manufacturing Art-Blend Shingles this month and they are already very popular.

In order that they may be right on the ground and in close contact with their dealers, C. L. Irwin has moved to Sandwich and T. R. Palmer is moving to Ottawa.

We are glad to welcome H. G. Greenhill into our sales force.

Mr. Bartholomew of the Rickerd Lumber Company of Lansing, Mich.; the Swanson twins, daughters of Mr. Swanson, manager of the roofing department of the same company, and "Deacon" Williams, who travels this section for Bird & Son

Windi-Citi-Grams

The big event of the past month was the Sales Meet-Up held here at the Plant on the 23rd, 24th and 25th of July. The meeting was attended by all the Roofing Salesmen out of our Chicago Office, together with Messrs. Bailey, Downey and Kilham from East Walpole and "Bill" McNeil from Hamilton.

Several speakers from outside the organization gave talks on such subjects as "The Underwriters' Laboratories," Mr. M. M. Brandon; "Hail and Windstorm Insurance," Mr. E. S. Besser; "Payment Plan for Dealers," Mr. Sanders, and "New Type Paroid Flashing," Mr. C. C. Figge.

One of the features of the Meet-Up was the distribution by Mr. Hird of straw hats to the winners of the "Increase in Sales for the second three months of the year over the first three months, on the various items of our line."

The Designed Roofing Sales Blues (no, we mean checks) was sung by Messrs. MacDonald, Walton, Williamson, Martin and Higgins as a fitting climax to the Meet-Up.

The two machines came through in fine style in July with several "Non-stop" runs which proved how well it works when the low figures of mill ends and seconds were posted for the month.

Although "Mark" Hanna and "Ben" Roberts tried every known bait, we had to subsist on sardines in our Lunch Room for the two weeks they were away. W. F. Stafford, however, has given us a promise of plenty of fish when he goes on his vacation.

The sales of Designed Roofing continue along at a good rate. The Chicago plant at this writing is in the lead over all others making this type of product.

The new Built-Up Tennis court will be ready for play early next week.

Harry Brandau of our Traffic Department spent his vacation at his cottage at Cedar Lake, Indiana.

The Lunch Room cooks served very appetizing meals at the Sales Meet-Up which were planned and served in A-1 style.

Although July of this year was six cars under last year in shipments, the tonnage ran forty-eight more.

We were all shocked to learn of the passing of Mrs. Howell, wife of one of our men in the Traffic and Planning Departments.

Mr. J. J. James, our Grand Rapids Dealer, came in singing the praises of Art-Blend shingles one day last week. He has handled two cars of these to date.

Built-Up Roof jobs continue to come in in good volume, and the best part of it is that practically all of the Salesmen have been cited these past few weeks for good-sized orders.

Have you girls in the East seen any of the Neponset Twin Shingle bobs as yet? Well, we have 'em here, but the only trouble is that some have "curled."

Louie Freeman is busy these days adding a porch to his new home. All New Englanders are lost without a porch and Louie is no exception.

John Matcha sat besides E. A. Tuscher at the Sales Meet-Up dinner and so lost out on a "double feed." John will pick his seat beside someone with a smaller appetite next time.

Mr. J. F. Blackburne of the Kewanee Roofing Company was a visitor here this week.

Floor Covering Plant

Norwood

"Andy" Urqhart and "Hal" Rouillard, as delegates, attended the summer meeting, outing and dinner of the State Credit Union League at Wardhurst, Lynnfield, August 15.

This same Mr. Rouillard recently went on the third leg of his vacation. Sort of a centipede affair isn't it?

Miss Costello can no longer hold the coveted position of being the best dressed girl at FF. Miss Potter has joined the secretarial staff at the plant, so it now becomes the "two best dressed."

Back for another year: Ed Lines, Frank Maguire, Ben Sodergren, Latham, Guptile Fillmore, Ed Downey and Mike Shergals.

Jessie Ghen took an attempted vacation in Bartlett, N. H., but reported it "too blank cold" and returned to the well-known summer resort of Westwood, Mass.

Sid Taylor is getting so he holds his telephone like a bridle, and says "whoa" to it every time it rings. It is reported that he asked for stable space in the No. 4 ovens.

Back row, left to right: Prenzler, Torrey, Miller, Williams, MacDonald, Hill. Front row: Conger, Hennessey, Davis, Williamson. "Straw Hat Winners" at Chicago

FF wishes its two "graduates" the best of luck, and trusts that in time they will come to know the difference between "eight-quarter" and "two-yard goods."

Leon Davis and Eva M. Mitchell of Norwood were married during the month.

Making room for a pond at Francis William Park

Chicago Floor Covering

Mr. and Mrs. I. L. Ayers spent their vacation in Nebraska, their home state.

Max Nusbaum of the Standard Rug & Linoleum Co. of Detroit, made a special trip to the Chicago Office with H. L. Mehlman, our Detroit salesman, recently.

In order to meet the demands of a growing office force, B. I. Hindmarsh has been appointed assistant to the Western Manager.

Miss Moe, formerly of the inside sales department, is Mr. Hindmarsh's secretary and handling the various salesmen's reports.

M. L. Newman has been very unfortunate regarding automobile accidents. June 24 he turned over in his Studebaker and on August 11 he had a similar accident. Luckily he escaped serious injury.

H. Hagenbuckle has the proper idea for covering his territory. He lives in the centermost point of his territory, which makes it easy for him to route his weekly trip. This, no doubt, accounts for the fact that he was high man with seventy-eight calls reported during the week recently.

One of the chief reasons for having Saturday afternoons off is so Hindmarsh can play baseball. Reports from the South Side of Chicago are that he plays a stellar roll on first base, but not on the White Sox.

Miss McCaffrey is now in charge of the mimeographing department.

Miss Cosgrove is now taking Miss Crepp's place in the billing department. Miss Crepps will become Mrs. Uden this fall.

Miss Whalen is the new stenographer in the inside sales department.

The following excerpt from the Furniture Club notes in the August Denver Jobber is self-explanatory:

> "The regular monthly meeting was held at the Adams Hotel on Monday, August 3. Attendance was very good and the meeting a very pleasant one. Miss Clancy and Mrs. Sweeney of Bird & Son (Neponset) were guests of the club."

Mr. R. D. Carlisle adds that these were the first lady guests the Furniture Club ever had.

If you had any doubt as to the conditions in the South, note carefully the following from A. B. Peterson:

> "The Southern Division has not been idle, even if we have remained silent for months. From the 'strawberry center' of the world to the 'sugar bowl' of Louisiana, Neponset is well represented. Everything is indicative that the cotton fields of Mississippi and the greatest real estate boom in the history of the New South will pave the road of progress for prosperity and Neponset to march hand in hand to the beautiful Gulf Coast of Mississippi and vie with the mermaids for first honors."

Main Offices

There are quite a few changes in CF. Stuart Walker goes to southeastern Pennsylvania, Drummond to northern New Jersey and Arthur Stukey to Philadelphia and southern New Jersey.

John Whitcomb and Donald Sampson have transferred from the mill to the office as sales-correspondents.

A. S. Browne is a new Kentucky salesman from CF.

Carl Borgh has purchased an antediluvian flivver, with corner-cutting tendencies. Competition in the taxi business at the Bird Club waxes strong.

Don Sampson has a Dodge roadster equipped with what sounds like a marine motor.

Fred Bagley was married during the month.

On vacations: Mary Keliher, Anna Keliher, Ellen Flavin.

Vacationers from CX: E. M. Dalton and Flora Duncan.

Hawley Rice is in New York City as a CE salesman.

Malcolm Hewins has joined CE as sales-correspondent.

Ed Murphy, CE sales, has announced his engagement to Mary Adley of Norwood.

William E. Hale is on vacation at Martha's Vineyard.

Donald A. Chase has a new Peirce Arrow coach.

Wardsworth, CF, is driving a 1925 Essex coach.

Rita White is leaving the Credit department to attend the Chandler Secretarial School.

J. J. Mann, CE sales, has a new Ford coupe.

Miss Roundy has returned from her vacation.

Mike Hawkins and his knickers are vacationing at Harwichport.

Miss Corcoran, of Purchasing and Traffic, is at Onset, Mass.

Bill Murphy took a vacation and played enough ball between meals so that his trip didn't cost him a cent.

Ted Holmes took a trip to Cleveland recently in his Lincoln Four.

Miss McFarland has returned from her vacation.

H. B. Lane, Kentucky CF salesman, sends in the following memo, to establish a record for a single day's sales: "Left Cincinnati 4.00 a. m. First call—8.00 a. m., Paris, Kentucky. Sold. Distance 118 miles. Second call—Mt. Sterling, Kentucky. Sold. Third call—Winchester, Kentucky. Sold. Fourth call—Richmond, Kentucky. Sold—new account. Fifth call—Lexington, Kentucky. Sold. Sixth call—Nicholas ville, Kentucky. Sold. Seventh and last call—Frankfort, Kentucky. Sold—new account. Closed work at 6.15 p. m. Covered a distance of 338 miles in a Jewett roadster—time now 12.05 a. m. and not quite through, have to make reports out. Tomorrow—work Louisville, Kentucky, Shelleyville, Kentucky and points towards Cincinnati."

Enjoying the playground, Bird School grounds, East Walpole

Follow Simple Directions Below and Walk Up Any Old Chimney

STIFF neck? If you work at the Main Mill you probably have one by now as a result of watching the men working on the big chimney.

How he gets up

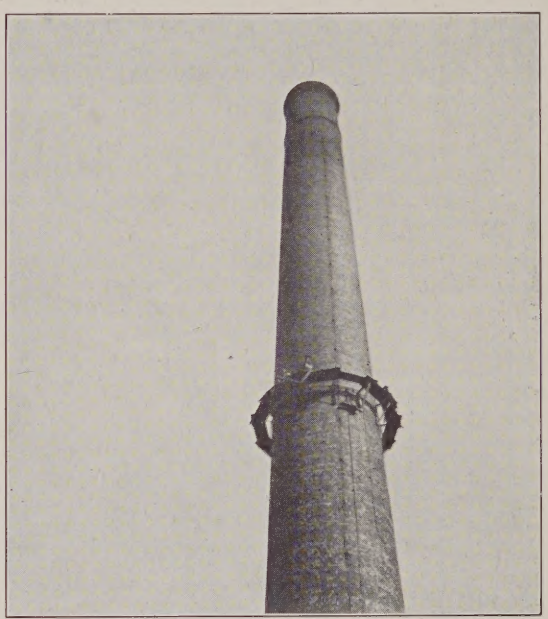
By the time you read this the work will have been completed and the stack cleaned and surmounted by a large electric light.

If you haven't had time to watch them very much, you probably wonder how they get up and down. It is dead easy, when you know how, according to Pete Barend, who has been scaling chimneys for 12 years.

First, it is necessary to get a steel cable around the chimney. This is fairly easy on our stack, as the wide ledge near the base affords good footing. After you get the cable around, tighten it by means of a turn-buckle, so that it grips firmly all around. Now hang two brackets on the cable, and place a board across them. Get up on this board, hang another bracket, place a board across to it, and so on, until you have a staging all around the chimney.

When you want to move up, put another cable up as far as you can reach, tighten it, take out one of your brackets and hang it on the cable, and so on, repeating the process as outlined in the preceding paragraph. Ascent to the staging is made by means of a bosun's chair.

After you have reached the top and completed your work, the only thing left to do is to come down. All you have to do is this: remove most of your staging (don't drop it down, tie it on the "elevator"). When it is almost gone and you have little left to stand on, drive a spike into the chimney and drape your rope which holds the bosun's chair around it. Get in the chair, and from this position remove the last of the staging, together with the cable, which must be handled very carefully as it weighs something and might take you along with it if it should fall.



Half way to the top

Now all that remains to be done is to descend. There is one spike and one rope to hold you. But it's really very simple. Just tie the rope the right way and it can't slip off as long as you keep your weight on it. Give the signal to the man on the ground, take hold of the rope and just let yourself down 250 feet. When you reach the ground a slight jerk will dislodge the rope—and there you are!

Down for the last time

Business Briefs

2. Preferred and Common Stocks — What Are They?

Any one who owns part of a corporation is given a certificate of shares of stock representing his interest in the corporation. There are two general classes of stock certificates issued, *Preferred stock* and *Common stock.*

Preferred Stock. As the word Preferred indicates, this class of stock has certain advantages over Common stock, i.e., it has a surer claim on the assets and on the payment of dividends. It is less of a risk. It usually has a fixed rate of dividend which must be paid before dividends can be paid on the Common stock. If it is Cumulative, dividends unpaid must be made up before anything can be paid on the Common stock. If the Preferred certificate states that it is non-cumulative, this means that only the dividends for the current year need be paid on it.

It is the usual practice to state that Preferred stock is callable at a price higher than par. This means that if par is $100, and the company desires to pay off the holders of the Preferred stock, they must pay something more than $100, perhaps $110, to retire the stock. If the company becomes insolvent, or for other reasons desires to liquidate, the Preferred stockholders are given first consideration when the assets are turned into cash. Like eggs, fresh eggs, and hennery eggs, etc., there are various classes of Preferred stock with different degrees of safety. Prior Preference, First Preferred, Second Preferred, etc., are terms used to indicate the degree of preference or security which the stock may have.

Common Stock. Common stock likewise represents ownership in a company and is usually issued to those who take the major risks of the business venture. If Preferred stock has been issued, the Common stock must wait for its share of profits or dividends until after the Preferred stock requirements have been met. There may be no profits left for the Common, or there may be a considerable amount of profits left. Hence the value is more uncertain and more of a gamble. Common stock may have a par value, that is a stated value on the certificate. If it is "no par," the value is not stated. The value of all common depends on the earnings and the assets available for it. The right to vote almost always rests with the Common stockholders, who thereby control the company. Frequently if dividends are not earned for the Preferred stockholders over a considerable period, the latter are then entitled to have a share in the management.

It should be remembered that Notes and Bonds of a corporation are similar to notes and mortgages given by an individual. They are really debts owed by a company and interest must be paid before the company has a right to consider that it has any earnings.

Thirty Local Boys Spend Week at Boy Scout Camp in Manomet

NEARLY thirty local boys, members of Boy Scouts, Troop 1, East Walpole, spent a very enjoyable week August 2 to 9, at the Old Colony Council Camp at Manomet, Mass. George Murray, EMW, was in charge of the group.

Those who attended were: Frank Bartell, William McSwain, John Likofski, Kenneth Dresper, Gilbert Whitehead, Walter Sword, Robert Murphy, Joseph Colburn, Jack Carman, Ray Robinson, Francis McSwain, Edward Likofski, William Brady, Edward Powers, Charles Welch, Bruce Farrar, John Chaffi, James Smith, Edward Sullivan, Roy Walton, Clyde Perchway, William Bendell, James McKee, Walter Travers, Elmer Jostin and Fred Rognes.

Six little huskies all in a row

New Corporation Will Replace Floor Covering Sales Division

IN order to conduct Floor Covering Sales as an entirely distinct unit, a subsidiary sales corporation has been formed. This corporation will be known as Bird & Son Sales Corporation and will become effective as of September 1, on which date it will take over the entire sales of all floor covering products.

There is no change in the management or policy of the Floor Covering Sales division. This new organization is merely to facilitate the handling of our own country-wide Floor Covering sales.

The organization of the Sales Corporation is as follows: President, P. R. Allen; Vice-President and Sales Manager, H. Eugene Sawyer, Jr.; Secretary-Treasurer, Herbert H. Miller; Eastern Manager, William B. Rogers, Jr.; Western Manager, Ralph W. Westcott; Pacific Coast Manager, L. K. Smith.

Safety work costs much less than accidents. A sound body is the reward of Safety—untold misery is the penalty of carelessness.

All Records Go as Finishing Room Crews Run Out 543 Rolls

ALL records, including that for making the most noise, fell on August 18 in the Floor Covering Finishing Room, in a race between Nos. 1 and 2 Waxer Crews. The old record of

No. 1. Waxer Crew. Front row, left to right: Stupek, Pietro, Riordan, Wakesmovics, Carchedi and Schrieber. Back row: Foley, McMahon and Long

waxing 210 rolls in $8\frac{2}{3}$ hours was completely swamped, even by the losers.

The winners at No. 2 table finished 274 rolls in the allotted time, with No. 1 table close on their heels with 269 rolls. The percentage of standard for the day was 140 per cent.

Good feeling prevailed throughout the day, with one exception, and the madder this fellow became, the better he worked. Charlie Witosky won a "side-bet" with Patsy Long, but doesn't want to share his winnings. The only casualties were Ben Babech and Santo Domico, who both went to the hospital for minor treatment.

No. 2. Waxer Crew. Front row, left to right: Pietrova, Maini, Sheehan, Bennett, Damico and Erasmi. Back row: Duffy, Mike, Mugsy Witosky and Babech

Athletics

WHILE Lewis is at present holding the league lead with a perfect record, the Bird & Son nine is well up in the race among the three leaders.

These teams have been playing great ball, and the standing is bound to shift when they play each other. Lewis leads the league with 9 won and none lost, Fleming is second with 7 won and 1 lost, and Bird & Son third with 8 won and 2 lost.

There are several postponed games to be played off during this month, as well as a benefit game for an injured player, to be played between two picked teams representing Walpole and Norwood. This game will be played Thursday, September 9, at the Norwood Civic grounds.

League Standing, August 25

	Won	Lost	Per Cent
Lewis	9	0	1000
Fleming	7	1	.875
Bird	8	2	.800
Hollingsworth & Vose	4	4	.500
Winslow	2	4	.333
Berwick & Smith	2	6	.250
Plimpton	1	7	.125
Bird Machine	1	10	.91

Veterans' Roll of Honor

WE give below a list of those whose fifth, tenth, and twentieth anniversaries come during September, together with the names of our veterans who complete over 20 years of service during this month:

			Yrs.
A. C. Urquhart	Millwright	Sept. 10, 1896	-29
L. L. Thompson	Sales	Sept. 1, 1898	-27
P. R. Allen	Sales	Sept. 15, 1898	-27
Mrs. Florence E. Holmes	Credit	Sept. 25, 1898	-27
Mrs. Annie E. Brown	Credit	Sept. 21, 1901	-24
Patrick Coughlan	Paper Mill	Sept. 10, 1904	-21
Robert Orr	Power and Steam	Sept. 10, 1904	-21
Antonio Paddock	Paper Mill	Sept. 4, 1905	-20
S. C. Traudt, Jr.	Sales	Sept. 15, 1905	-20
Michael Burke	Paper Mill	Sept. 22, 1905	-20
James Sword	Bldg. and Rfg.	Sept. 9, 1915	-10
Roy Packard	Bldg. and Rfg.	Sept. 13, 1915	-10
Tony Nenartowicz	Finishing	Sept. 20, 1915	-10
William F. Sline	Sales	Sept. 28, 1915	-10
John J. Burke	Paper Mill	Sept. 29, 1915	-10
Nelson Phillips	Floor Covering	Sept. 1, 1920	- 5
Rocky Puopulo	Floor Covering	Sept. 3, 1920	- 5
Charles L. Miller	Floor Covering	Sept. 7, 1920	- 5
Fleix Carlson	Bldg. and Rfg.	Sept. 10, 1920	- 5
James Capoldo	Maintenance	Sept. 14, 1920	- 5
Lyman W. Small	Floor Covering	Sept. 19, 1920	- 5
Ernest H. Coleman	Accounting	Sept. 20, 1920	- 5
Eben H. Johnson	Accounting	Sept. 30, 1920	- 5

Suggestions

The following suggestions were accepted at the meeting on August 5th:

Starting sheet from hangers — Walter Cominsky, FFN

Slitter for Bird wadding in FXN and FXW — Arthur J. Duncan, Jr., FXN

Change waste water supply, DMPM5 — W. J. Quinn, DM

Lights in ovens — Myron E. Young, FFP

BIRD NEPONSET PRODUCTS

Floor Covering Division

NEPONSET Rugs NEPONSET Floor Covering NEPONSET Rug Border
Lining Felt

Building and Roofing Division

Shingles

NEPONSET Twins American Twins Proslate Fours American Fours
Diamond Fours Lock-Butt Individuals

Roll Roofing

Paroid Art-Craft Shingle Design Slate Surfaced
American Ready Universal

Building Papers

NEPONSET Black Saturated and Coated American Economy

Wall Board

NEPONSET Board, Cream White American Wall Board

Specialties

Asphalt Felt Paroid Built-up Roof B. & S. Deadening Felt
Plastic Cement Roof Coating

Box Division

Solid Fibre and Corrugated Paper Shipping Cases NEPONSET Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes

Special Paper Division

Shot Shell Cartridge and Wad Papers Rocket Paper Black Tube Paper Torch Paper
Bird Wadding Gray Index Cardboard Jacquard Board
Felt Papers for Special Purposes

BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**

BIRD
NEPONSET
PRODUCTS
TRADE
REG. U.S.
MARK
PAT. OFF
WATER PROOF

The NEPONSET REVIEW

Courtesy Chicago Rodeo

VOL. XIII October, 1925 No. 10

Western Number

BIRD & SON, inc. East Walpole, Mass.

Established 1795

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.; Phillipsdale, R. I.

Floor Covering Plant
Norwood, Mass.

Roofing Plants
Norwood, Mass.; Chicago, Ill.

Box Factories
East Walpole, Mass.

Executive Offices
East Walpole, Massachusetts

Branch Offices
Boston, New York, Chicago, Philadelphia, Atlanta, San Francisco, Minneapolis, Columbus and Paris, France

Warehouses
New York, Chicago, Philadelphia, Detroit, St. Paul, Atlanta, Dallas, Denver, San Francisco and Paris, France

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Officers and Directors

President, CHARLES S. BIRD — **Vice-President, PHILIP R. ALLEN**

Sec. and Treas., HERBERT H. MILLER

General Sales Mgr., PHILIP R. ALLEN
Asst. to Vice-Pres., RICHARD C. FLOYD

Roofing Sales Division
Manager, PHILIP H. BAILEY
Eastern Manager, WILLIAM F. HALE
Southern Manager, AUSTIN D. KILHAM

Box Sales Division
Manager, CHESTER H. ANDREWS

Special Paper Sales Division
Manager, ELMER H. BARTLETT

Western Roofing Division
Manager, FREDERICK H. HIRD
Assistant, WILLIAM W. WILSON
Superintendent Chicago Plant, BENJAMIN H. ROBERTS
Southern Sales Manager, ROBERT D. PETERSON

Assistant to President, DONALD A. CHASE

General Manufacturing Mgr., GEORGE R. WYMAN
Asst. Manufacturing Mgr., SPENCER B. MONTGOMERY
Purchasing and Traffic, ALLEN H. RUSSELL
Assistant, MICHAEL J. HAWKINS
Plant Engineer, CHARLES W. CONRAD
Chief Chemist, EUGENE L. CONNOLLY
Supt. of Planning, PHILLIP N. HILLS
Supt. E. Walpole Plants, STEPHEN W. SMITH
Asst. Supt. Box Factories, JAMES B. MAGUIRE
Supt. Phillipsdale Plants, THOMAS G. HENDERSON
Supt. Norwood Plants, EDWIN M. LINES
Asst. Supt. Floor Covering Plant, RALPH M. WIGHT
Asst. Supt. Norwood Roofing Plant, ELI L. CHAMBERLAIN

Labor Bureau Manager, BENJAMIN D. ROGERS
Asst. Treasurer and Credits, DIMON E. MERRILL
Auditor, AXEL H. ANDERSON

BIRD AND SON SALES CORPORATION
(Floor Covering Sales)

Officers and Directors

President, PHILIP R. ALLEN — Vice-Pres. and Sales Mgr., H. EUGENE SAWYER, JR.

Sec. and Treas., HERBERT H. MILLER

Eastern Manager, WILLIAM B. ROGERS, JR.

Western Manager, RALPH W. WESTCOTT

Pacific Coast Manager, L. K. SMITH

Makers of Quality Products Since 1795

The NEPONSET REVIEW

Western Number

Chicago is Western "Service Station"

Great Opportunity to Open and Develop New Fields

By F. H. Hird, Western Manager

TO most western people the thought of Chicago being located in the West sounds more or less like a joke, but as far as the roofing operations of Bird & Son go Chicago is the western outpost or service station.

Bird and Son, inc., Chicago Plant, as it appears today

As a matter of fact, for a number of years before the plant at Chicago was purchased, Bird & Son, inc. was well and favorably known all over the Middle West and the reputation of "good old Paroid" was, and still is, outside comparison for a smooth surfaced roofing.

As the demand for asphalt shingles and slate surfaced roofings began to grow and became a large part of our production, in order to relieve the pressure on our East Walpole plant, and also to give better service to our western customers, this plant, then operated by the Reckitt Corporation, was purchased in 1917.

In order to bring the plant up to the standard set for all Bird's plants, extensive changes and additions had to be made and from time to time, as the expansion of our business at Chicago has made it necessary, we have added to the buildings and also to our mechanical equipment until today we are in the best position we have ever been to take care of all demands that our dealers make upon us.

The Bird & Son organization at Chicago has been inoculated with the ideals that the name "Bird" stands for and the result of this is apparent in the constantly growing list of satisfied customers, and any customer of ours has got to be satisfied or we have failed to carry out the instructions issued from headquarters.

We in the Chicago branch feel that we have the greatest opportunity for development of any part of the immense Bird organization, because the use of asphalt shingles and asphalt roofings throughout the farming section that we serve is, relatively speaking, in its infancy and as the farmers begin to appreciate the many virtues of our products we feel that the future of Bird & Son is secured.

Our latch-string is always out and the "welcome" on the mat is always right side up for any of our dealers, or in fact to anyone interested in seeing how quality asphalt roofings are made, and we take this opportunity to issue a most cordial invitation to anyone of our dealers to visit us whenever they may be in Chicago.

BIRD & SON, inc.

Established 1795

1492 West 76th Street

CHICAGO ILLINOIS

ROOFING DEPARTMENT—WESTERN DIVISION PERSONNEL

F. H. HIRD, Western Manager

W. W. WILSON, Assistant to Western Manager

R. D. PETERSON, Southern Sales Manager

Sales—Office

E. R. CLARK, Sales Service
H. S. LORING, Correspondent

Accounting

L. H. FREEMAN, Auditor
C. E. McEACHREN, Credits
H. S. HANNA, Costs

Mill

B. H. ROBERTS, Superintendent
B. J. OVERHOLT, Purchasing
H. A. BRANDAU, Traffic
R. R. THURSTON, Chemist
H. J. MORMON, Chief Engineer
J. MATCHA, General Foreman
E. JANSEN, No. 1 Machine Foreman
C. GEORGE, No. 2 Machine Foreman
J. BLOSKY, Day Kettle Foreman
E. GACH, Night Kettle Foreman
A. BOHENBERGER, Shipping Foreman
L. DROEGE, Cleaning Foreman
H. CUNNINGHAM, Unloading Foreman

Sales—Outside State

P. J. ANDERSON, Nebraska
J. C. COX, Oklahoma
H. M. CLARK, Iowa
C. P. CONGER, Missouri
D. C. CARY, Texas
E. S. DAVIS, Ohio
A. M. DOBBINS, Michigan
H. J. FREDERIC, Missouri
W. F. HEINE, Illinois
J. H. HENNESSY, Indiana
R. E. HILL, Illinois
D. H. HIGGINS, Iowa
FRANK LOWE, Ohio
F. D. MARTIN, Missouri
G. R. McNAY, Chicago
J. A. MILLER, Wisconsin
W. A. MacDONALD, Minnesota
R. LITTLE, Illinois
W. L. LONG, Louisiana
H. C. PRINZLER, Indiana
C. F. REDDY, Missouri
A. B. SPIERS, Illinois
W. C. SCHULTZ, Wisconsin
A. D. STEPHENS, Wisconsin
C. T. TORREY, Ohio
J. TUSCHER, Chicago
R. O. VIOSCA, Texas
J. M. WALTON, Kentucky
L. E. WESTERDAHL, Arkansas
L. L. WILLIAMS, Michigan
S. E. WILLIAMSON, Tennessee
E. A. TUSCHER, Special Built-Up
M. B. LECHNER, Special Design Roofing

Upholding the Bird Standard in the West

Hudson-Houston Shows Remarkable Growth

The Hudson-Houston Lumber Co. as it appeared in 1903

A section of the paint department in 1923

ALONG in 1898, A. C. and S. J. Houston started a lumber yard in Ardmore, Okla., and in August, 1904, The Hudson-Houston Lumber Co. was incorporated, with the addition of Kennett Hudson to the firm. The real start of the business came when they began to sell Bird's roofs about 1908 or 1909 and the business has grown since that time from one department to 15, with branch yards in nearby southern Oklahoma towns.

The first shipment of Bird's roofing was 10 squares of Paroid and the best advertisement for it was a strip of the roofing that lay on the office floor in front of the door for many years and convinced many doubters that "Those Yankees made pretty good stuff."

The business in roofing has grown from 10 squares to ten cars and there is a roofing department that applies roofs of various kinds from Art-Craft to Built-Up, under guarantee.

Extensive advertising, much promotion work, good application and guarantees have created a good volume of sales and when they see Hudson-Houston putting on a roof, they know it is a "Bird."

Present officers and owners of the business are S. J. Houston, Kennett Hudson, John M. Houston and H. J. Stromberg.

Southern Salesmen Optimistic on Future of Bird's Products

By R. D. Peterson, Southern Sales Manager

OFTEN, in days gone by, as I have read articles in the *Neponset Review* with varying degrees of pleasure, it has occurred to me that some day perhaps it would fall to my lot to have a say—and, frankly, in my blissful conceit I thought that whenever this opportunity came I would be master of the situation.

With that thought in mind, I have carefully put away those copies of the *Review* in which there were particularly good articles by Messrs. Hunt, Westcott and Sawyer. I have saved copies of articles by Mr. Bailey, Mr. Hird and Mr. Allen, and one written by Mr. Bird himself. These were all saved with the idea that by stealing a line here and there from the lot, I would be able to produce an article that would pass the censors. I am honest (sometimes); you can see that I had deliberately planned to plagiarize.

My observation has been, usually, that when Opportunity knocks it's been at a very inopportune time, such as is now the case. Here I am, way down in the middle of Dry Texas, 500 miles from my treasured articles that I had planned to steal from, and word just received says this effort must be in by return mail. That's regular salesmen's luck. If I were only back in old New Orleans where it's not so dry, perhaps with my lips moistened a bit and a few stolen lines, I could make a better job of this.

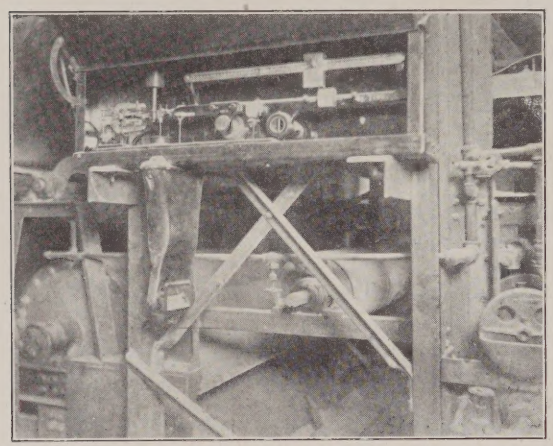
We salesmen of the South and Southwest are very optimistic as to the future. We feel that we are progressing, that Bird's products are slowly coming into their own. Dealers are slowly assimilating our Quality Talk (that's meant both ways) and consumers are more interested in Quality Roofing now than ever before. We have the best bunch of Bird dealers in the world right down here in this progressive Southland, and it's a pleasure to do business with them.

This section of the country has heretofore been known as a cheap market. We still have to fight for business, but we get a whole lot of pleasure and a real kick out of our work because we know our proposition is right.

Better Equipped Than Ever For Quality Products, says Roberts

By B. H. Roberts, Plant Superintendent

SINCE the first of the year a number of improvements have been made in plant machinery and processes. Each of these improvements is paying for itself and is doing its bit to aid in lowered costs and smoother, steadier operation.



Toledo continuous roofing scale, which weighs to one one-hundredth of a pound

An automatic tying machine has been installed to handle the shingle output of No. 2 machine. This has resulted in the elimination of much useless labor and has simplified the finishing of our shingles in addition to turning out a neater and better-tied bundle.

The boilers have been insulated with Sil-o-Cell brick and a protective coat of Bird's Plastic Cement. This has improved the boiler efficiency and has resulted in a cleaner, cooler boiler room.

The trucking floor of the factory has been floored with Bloxonend. This has resulted in much improved trucking conditions.

A new steam and unloading header with flexible joints has been laid. This has enabled us to handle our tanks much more conveniently and economically.

A larger exhaust fan has been added to the blowing equipment, thus eliminating much of the fumes and dirt in the reduction house.

No. 2 Machine has been equipped to make a color change without stopping. This has resulted in a lowering in down time and mill ends.

Changes have been made in handling shingles from the machine which have eliminated much labor and resulted in a smoother finishing operation.

A slate unloader has been installed which has cut our time of unloading in half.

A tennis court has been built on the west side of the plant and surfaced with Paroid. In addition to being a worth-while experiment with roofing, it is providing lots of good recreation for the Mill and Office.

A turbine and remote controlled switching apparatus has been installed. This turbine takes steam at boiler pressure and exhausts at process pressure, taking the place of the reducing valve formerly used and furnishing power during the reduction with practically no measurable increase in steam consumption. It is connected to the plant distribution lines through six remote switches with push-button control from the boiler room. By means of these switches a plant line can be switched from Commonwealth power to our own power or back again, thus allowing the engineer to balance the power output of the turbine with our process steam demand.

At present this installation is supplying approximately half of our power requirements and during the heating season will supply fully three-fourths of our demand. It also provides a stand-by source of power against failure of the Commonwealth source.

The plant is going into the fall season better equipped than ever before to turn out a quality product economically.

Luhring Lumber Co. Active in Relief Work Following Tornado

THIS organization is one of the most progressive in the country. Numbered among the older Bird accounts, they have kept constantly in mind the idea of satisfied customers being a firm's best advertisement.

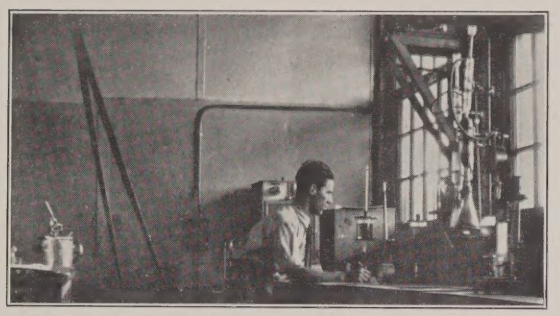
Last Spring when Southern Illinois and Indiana were struck by one of the most disastrous tornadoes in all history, the Luhring Lumber Co. of Evansville, Ind., was most active in relief work, contributing a complete building for Red Cross Relief Work and another for a Post Office.

Display of the Luhring Lumber Co., at the Real Estate Show Evansville, Indiana

Laboratory Work is Basis of Maintaining Bird Standard

By Robert R. Thurston, Chemist

ONE function of the roofing laboratory is to specify all purchases of raw material and then



In the Roofing Laboratory, George Mallot running melting point on asphalt

test them to insure that this quality is maintained. Felt, asphalts and surfacings are the three basic materials from which all our roofing is made and these are all thoroughly tested as they are received in the plant. Unsuitable material is not accepted.

There are a number of different brands of slate surfaced roofing which to all outward appearances are identical and should yield equally good service on the roof. However, if these products are dissected and each component material scrutinized by all the various methods available in the laboratory, a vast difference in these roofings would be evident.

This difference will ultimately be reflected in the life of the material when exposed to all the elements of sun, wind, heat, cold, rain and snow. The roofing that is made right from the correct materials will live the longest. For example: felt is tested for strength, saturating qualities, weight, thickness, ash content and uniformity.

Asphalt is tested for melting point, hardness (a penetration), flash point, fire point, solubility in various solvents, viscosity, weight, etc. Surfacings are tested for screen analysis, dust, moisture, color, hardness, etc. From these tests the quality of the material may be determined.

The next step in insuring that our roofing is up to our own high standard is careful inspection of the material as it is made at every step. The amounts of felt, saturation, coating and surfacing are constantly checked and maintained at the proper amounts. Temperatures are watched, the surfaced sheet inspected and defects eliminated.

A continuous weighing device insures uniform weight of the product. This scale weighs every foot of roofing continuously as it is made and indicates this weight on a scale shown in the picture. The finished product is also inspected as it is made and the entire warehouse is sampled and inspected at regular intervals.

In order to be prepared for future changes and developments of the roofing industry, the laboratory is constantly doing research work on new materials, new designs for print roofing, new shingles and new processes. This is perhaps the most important work for a laboratory to perform. It must be done in order that the product may be kept in the front rank of a constantly changing industry.

The laboratory changes old-time guess work to scientific accurate control of quality. Its aim is to insure a constantly uniform quality product at all times and a future product of improved quality which will wear even better than the best we know how to make today.

Dealer Briefs

John Campbell Company at Kankakee is an old Bird full line dealer.

Lyons Brothers at Joliet have used Bird's products for years.

Davidson Roofing Company at Henderson, Illinois, have sold many carloads of Super Twins after noting the good results of this shingle through heavy hail storms.

Norvell-Wilder Co. of Houston, Texas, is another full-line account, with several yards in Texas.

Palisades Roofing Company of Chicago are big users of our full line of shingles here in town, and have many beautiful roofs to show prospective buyers.

United Roofing Company of Chicago head their letters with "All designs of roofing applied. 20 years' experience at your service."

Conklin Roofing Company of Chicago, one of our Built-Up Applications dealers, bases his long service on the one word "Dependable."

Central Lumber Company of Shreveport, La., carry our full line for this city.

F. H. Lawrence Roofing Company of Oelwein, Iowa, are firm believers in the Paroid Cap Sheet for Built-Up Roofs.

Yawkey Crowley Company at Madison, Wisconsin, the capital of the state, is another believer in the use of Design Roofing over old work.

Fuller Goodman at Oshkosh, Wisconsin, are distributors through their line yards of our products in the Badger State.

Pidgeon Thomas Iron Company of Memphis, Tenn., have been users of Bird's products for years.

Komp Machinery Company, of Hattiesburg, handle our Built-Up in addition to our general line.

A. Odenwalder Lumber Co., of Ottumwa, has handled considerable roof coating together with our general line.

David Russell Co., of Little Rock, is another user of Deigned Roofing in conjunction with our other products.

W. W. Carre Company of New Orleans, who, "Carre's Everything for Building," is a full-line account for Bird's products.

Davenport Roofing Company of Davenport, Iowa, is another concern who applies our Built-Up Roofing together with our other products in and around their home town.

Advance Roofing and Sheet Metal Works, of Chicago, push our Built-Up as an asphalt roof.

Raymer Hardware Company of St. Paul, Minnesota, advertises "Our Service Saves You Money in the Long Run." They have devoted thirty years in building up a contract business with definite specifications.

Art Craft Roofing Company of Minneapolis, which is headed by Alex Nelson, is handling Bird's Design Roofing this year and incidentally doing a fine business.

Joseph Binford Lists Bird's Roofs—Effective Testimonial

ALTHOUGH a Bird account since 1913, it was not until 1922 that Joseph Binford & Son really started after the roofing business in Crawfordsville, Ind., becoming at that time a carload account. Now you should see the Bird roofs in Crawfordsville.

A section of the service room of Joseph Binford and Son

Just a list showing "The Man Who Owns One" fills an entire newspaper page. Mr. Binford has used exactly this idea in his advertising and the fact that he will sell ten carloads of Bird Roofing this year shows his judgment is sound.

One of the most interesting house organs coming to our attention is "Coalumber News" issued by Mr. Binford.

Dealer Briefs

The Illinois Central Railroad has used Bird's Shingles this year on many of their stations and sheds.

Among other railroads who use our products are the C. B. & Q., the Atchison, Topeka, and Santa Fe, the Chicago and Alton, the C. M. and St. P. and the Rock Island.

Limback Lumber Company, of Cedar Rapids, in the midst of the Iowa corn belt, are big users of our full line of shingles.

Mills and Arnold of Kirksville, Missouri, have the following on their letterhead:

Home!
To make a happy fireside clime
To weans and wife,
That's the true pathos and sublime
Of human life.—Burns.

Mefferd and McGuire of Des Moines, Iowa, roofing contractors and distributors, handle our full line including our Built-Up in this section.

C. C. James Roofing Company of Grand Rapids, Michigan, is growing with its sales of Bird's products and entered larger quarters this year as a result.

N. S. Nielsen Lumber Company of Des Moines, Iowa, have been consistent users of our Double Twins.

Nichols Roofing Company of Lincoln, Nebraska, established in 1880, have been using our Built-Up products as well as our Designed Roofing throughout southeastern Nebraska.

Mountain States Roofing Co. is New but Hustling Organization

THE Mountain States Roofing Company of Denver, Colorado, a comparatively new organization, has, under the thorough management of S. J. Shamberger, developed into one of the best application companies in this section. Thousands of roofs are covered efficiently by this concern annually.

Float of Mountain States Roofing Co., in recent parade

Warehouses are maintained in Denver, Colorado Springs, and Pueblo. Approximately 18 well-trained solicitors are constantly after new business, and very competent roofers make applications. Nothing but Bird's products are used by the company.

W. E. Douglas is manager of the Colorado Springs branch, and Wayne Van Liew is manager at Pueblo.

Dealer Gossip

Paul Dahm, formerly superintendent of the Chicago plant of Bird and Son, is now in charge of the roofing department of the Fort Wayne Builder's Supply Co., of Fort Wayne, Indiana. They operate a separate roofing department, and have one of the best laid out and most completely equipped building material yards in this section.

The Western Lumber and Hardware Co., with home offices in Oklahoma City, Oklahoma, is a loyal Bird booster, with George Woodward as president, M. R. Drenam as vice-president and J. P. Richardson, secretary and treasurer. They operate several yards in western Oklahoma and Texas.

S. H. Lester of Shawnee, Oklahoma, started in the sheet metal and roofing business in 1900. He has handled Bird products since 1922, and has been a loyal supporter since that date.

N. B. West of the lumber company of that name in Hopkinsville, Ky., reports that he has "sold nothing but Bird's roofs since he went into the lumber business."

W. O. Miller, William Board and Captain Jeff Board conduct a successful Art Craft Roofing business at Henderson and Paducah, Ky. Jeff Board is 74 years old and is the "youngest and most successful" Art-Craft salesman in Kentucky.

Team Work Among Dealers and Selves is Sales-Service Aim

By E. R. Clark, Sales Service Manager

BIRD & SON were among the first, if not the very first, roofing manufacturers to start the idea of co-operative advertising. The original plan of furnishing newspaper electros and sharing the expense of ads run locally by the dealer over his name has been enlarged upon, due to its success in getting results for all concerned until today we offer on a co-operative basis newspaper advertising, carpenter aprons, various types of signs, direct mail campaigns, letter heads, contractors' bulletins, calendars, book matches, blotters and literature of all descriptions.

Special displays are worked out for the dealer to use at county and other fairs, and samples are attractively arranged.

Although we have our own printing department especially equipped to handle the imprinting of dealers' names on literature and letterheads, so great is the demand for these helps that during the spring and fall much of this work has to be handled outside of our own organization.

Team Work is Needed

To secure the best results, teamwork in the organization is nearly as important as teamwork with the dealers, for a letter sent and then samples neglected, or samples sent and quotations forgotten, would result in lost business for Bird Dealers and consequently for Bird and Son.

Not a day goes by but we receive requests from dealers to "drop a line to Mr. So and So, we have called on him and I think a letter from the factory will help us to get the job. Play up Neponset Twin Shingles strong." We are more than glad to have our dealers call on us in this manner and we feel sure this is a real help, as frequently dealers take time to report the prospect sold and our efforts rewarded.

We believe that in these days of keen competition every possible aid should be extended in the dealers' behalf. While quality comes first now as always, various helps to move goods for dealers are more and more in evidence.

To insure success, however, the spirit of teamwork must be present. The dealer has his share to perform as well as the manufacturer. Without his push behind it all, the service departments in the country are useless, but the combination of a loyal, hard-hitting dealer plus the backing we stand ready to give surely builds better business for all.

On the hill of life a man has only to roll to reach the bottom; but to reach the top he must climb.

Any position that is considered menial ceases to be menial the moment its duties are performed out of love.

"Red Truck Fleet" is Feature of Rikerd Lumber Co., Lansing

THE Rikerd Lumber Co., of Lansing, Mich., has been in business over 30 years and points to three fine yards there as evidence of its progress.

Office force of the Rikerd Lumber Co. Left to right, Arthur Rikerd, Ira Bendicts, Elmer Hammond, Stanley Geisel, Mrs. Sparks, Lou Burgess, Mrs. Conrad

They operate 16 big trucks, all painted red—using as one of their slogans, "Watch for the Red Truck Fleet."

The officers of the company are as follows: Hiram Rikerd, president; W. J. Burgess, general manager; L. F. Burgess, secretary and office manager; E. W. Hammond, roofing buyer.

Dealer Briefs

Mr. Pickelsheimer of the Riverside Lumber Co., Knoxville, Tenn., says Art-Craft is the most surprising and satisfying roof-covering in his experience of 22 years handling roofing.

The H. L. White Lumber Yard at Yazoo, Miss., has a very enviable record, having been established by Captain J. J. White immediately after the Civil War. The business is at present owned by Mr. H. L. White, who succeeded his father as head of the business in 1922. Mr. White is one of the largest and best known lumber manufacturers in Mississippi.

In Piqua, Ohio, the J. A. Shade Lumber Co. is an outstanding success. They have handled our line for the past 20 years and are well satisfied, having bought but one carload of roofing from competitors during these 20 years. L. F. Koester has charge of the plant, having been connected with the firm for 20 years. Further evidence of this company's belief in Bird products is the use of Neponset Floor Covering in their office.

The Indianola Lumber Co. started in business in Indianola, Miss., in 1903. P. F. P. Herring, the present manager, joined them in 1904, and the following year Mr. Herring bought an interest with M. L. Virden, these two gentlemen now being the sole owners.

Gales Francis of the Peaslee-Gaulbert Co., Louisville, Ky., says, "Bird's Roofs are our roofs."

"The art of living rightly is like all the arts: the capacity alone is born with us; it must be learned and practiced with incessant care."—Goethe.

Bird Dealers in the West

Top, Vonnegut Hardware Co. display at Home Complete Show, Indianapolis, Ind.; below, left, Lakewood Lumber Co. headquarters, Cleveland; right, Fayette Roofing Co. store, Connersville, Ind.; center, Float of Darling Lumber Co., Baton, Rouge La.; lower left, W. T. Carter Co., Houston, Texas; lower right, Office display of Byrd Lumber Co., Marion, Ind.

Touring Kansas and Missouri

C. A. Brockett Cement Co. of Kansas City, Mo., a very excellent organization doing a very large business in Building materials, have recognized Bird's Neponset Black and Coated Building papers as supreme and with little effort have enjoyed many sales this season. This concern has been in business over 40 years.

Sellers & Marquis Roofing Co. of the same city, located at 2201 Broadway, was established in 1876 and at present is under the very skillful management of L. Martin. As a roofing concern they stand with the highest. Six to eight solicitors are constantly serving the public with information most desired about new and old Built-up and Shingle roofs. In 1926 we expect them to use many of Bird's product as they have demonstrated the reliability of our Shingles.

Steinmetz & Sons, also of Kansas City, located at 510 Delaware, have for many years enjoyed the benefits derived from the sale of Bird's products to their many satisfied customers. Unique in the handling of this business is the fact that there never are any labor troubles as the firm is composed of Martin Steinmetz, Sr., and four sons, Fred, Ed, Charles and Heinrich.

E. C. Abernathy Lbr. Co., a firm of long standing, operating in Joplin, Mo., Baxter Springs, Kas., and Carden, Okla., believes in the lasting quality of Bird's roofs and accordingly use many carloads each year.

Trueman E. Martinie of Joplin, a prominent Architect of the Lead and Zinc belt, after many years' boosting for Bird's Built Up Roofs has just recommended two more new ones.

Perhaps one of the strongest believers in Bird's products is James Cole of Webb City, Mo. Through his direct efforts upwards of twenty carloads of Art-Craft has landed securely on the homes of Lead & Zinc Belt citizens. Cole does not get one roof in a block, he covers the entire block.

T. K. Bowman, formerly Mayor of Springfield, Mo., and a contractor of many years standing swears by our product. This year he has changed the firm name to T. K. Bowman & Son. That's right, Mr. Bowman, bring 'em up right.

And In Kansas

Long-Bell Lbr. Co. yard at Pittsburg, Kansas, swears by Bird roofing and accordingly we enjoy much of their business. Mr. Calhoun, the manager, told the representative when he needed a carload of roofing in a hurry, he knew exactly where to get it. "Wire Bird & Son."

McCleery-Dudley Lbr. Co. of Topeka, Kansas, a very old and established firm adds to the list of our satisfied customers. Under the efficient management of T. F. Martin this yard stands with the leaders. Mr. Smith, his assistant, is 100 per cent strong on Bird products.

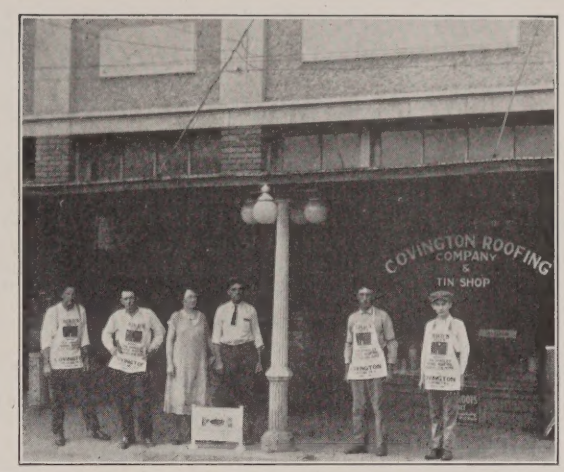
The L. J. White Lbr. Co. of Hutchinson, Kansas, have what everyone must admit a model yard, and under the "Eagle Eye" of Mr. Hostetter as manager most every development of any importance in that section secures building supplies from this yard. Mr. White is very insistent that everything about this institution be the best.

The Leavenworth Kornice Co. of Leavenworth, Kansas, owned and managed by Peter Nicola, will have no roofing in the place except Bird's and as a result complaints are very rare, enabling Mr. Nicola to do in addition a very large amount of metal work, in which this shop is proficient.

W. B. Barr Lbr. Co. of Denver, Colorado. This concern have a wonderful location on South Broadway in Denver and enjoy a very large business. Mr. Barr, a gentleman of excellent judgment, is building for the future. Their yard covers an entire block. Sold on Bird's products, this firm pushes the sale every minute and as this firm will have the entire Western states in which to sell our roofing, we look for some wonderful results.

Dealer Briefs

Universal Roofing Company at Milwaukee have handled a large volume of business on Built-Up.



The Covington Roofing Co. force. In the center are Mr. and Mrs. Covington, and on the extreme right, their son

A PIECE of "good old Paroid" used as a mat by his mother's stove started G. A. Covington of Conway, Arkansas, in the roofing business. In 1921, at Christmas time, Mr. Covington was at his mother's house in Little Rock. While sitting near the stove, she picked up this piece of Paroid, said that she had just had her house roofed with it, and was so pleased with the product that she wanted her son to go out and sell it.

With no sales experience or capital back of him, Mr. Covington started out with a few samples and some literature to drive from one town to another. After several weeks of hard work he finally sold one small job of Art-Craft. He then sent for the best application man in the state and used up all the profits of the job to have it done in the best possible manner.

That was the beginning. But immediate success was not forthcoming. Months of hard, discouraging work came before the first carload was sold. This was in Searcy. During a 14 months' stay there 6 carloads were sold.

Later Mr. Covington and his tireless partner, Mr. Jones, moved their business to Conway, where, during the year 1924 they disposed of 12 carloads of roofing.

And all this as a result of a scrap of Paroid used as a kitchen mat!

Dealer Briefs

South Side Roofing Company of Milwaukee have done their share in re-roofing the city with Designed Roofing.

Interior Woodwork, also of Milwaukee, have been consistent users of Paroid for years.

Stotlar-Herrin Company, with yards throughout Southern Illinois, have been instrumental in keeping many homes well covered with Bird's Roofs.

Diffenbaugh Lumber Company at Monmouth, Illinois, handle our full line for the surrounding territory.

B. M. Dennis and Son, Decatur, Illinois, head their ads—"Do you want a Spot of Color?" Their answer is Designed Roofing.

The
NEPONSET REVIEW

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Floor Covering, H. E. Rouillard
Phillipsdale, T. G. Henderson
Pont Rouge, E. A. Deslisle
Chicago, W. W. Wilson, B. I. Hindmarsh
Health, M. R. Leavitt
Building and Roofing, E. L. Chamberlain
Printing Foreman, F. R. Meyer

The *Neponset Review* will gladly publish communications, suggestions, photographs, or articles of interest to its readers. Address all correspondence to the Editor, *Neponset Review.* East Walpole, Mass.

The Winning of the West

WE present to our readers this month the first Western Number of the *Neponset Review.* Briefly, and within necessary limits, it tells the story of the successful introduction of an Eastern product into the up-and-coming West.

It gives you a glimpse of the organization itself, its past attainments, its present condition and its future hopes. The dealers of the West, who have, by their loyal support, made possible the successful operation of a separate building and roofing plant in Chicago, are also given merited attention.

The Chicago personnel is listed, in order that we may know who's who out there, and thus become better acquainted.

All of these people, together with us "home folks" in the East, form a group of which we may all be proud. To the dealers we send wishes of permanent and ever-growing success. To our fellow-workers we send the hope that in their winning of the West to Bird and Son products and policy they may do even more, and bring to dealers and company both a lasting friendship.

To meet temptation and to conquer it is the only test of character. To overcome carelessness is the only guarantee of Safety.

When Winter Comes

WHILE a few, just a very few of us, have summoned up enough money, or courage or just plain brass-handled nerve to go to Florida and investigate the somewhat uncertain and unreliable easy-money said to be had there, most of us are remaining at home. With winter just around the corner.

We have already had the opportunity to shiver o' nights and wonder if maybe we hadn't ought to go out and put on the flivver's overcoat.

How many of us, also, have remarked, whether or not we own a car of some kind—"Now there'll be nothing to do during the winter."

Why nothing to do? Granted that there will be no pleasure in running the car, that the beach or the mountains lose some of their charm and ease of access, and that the nights will be long, and dark, and cold.

Why not put these nights to some use? Many of those who read this will be people who, through force of circumstance, had to leave school before their education was complete. But in all probability that was some years ago.

Today, as never before, there are opportunities offered to everybody, without exception, to better themselves at a very reasonable cost, and frequently at what amounts to no cost at all for instruction.

Foremost among these, in point of reasonable cost, are the courses offered by the State Department of University Extension. Don't let the name scare you. The department offers the most elementary courses as well as the more advanced ones of college grade. The cost is usually under $5 for books and instruction both.

The Boston Young Men's Christian Union is now specializing in courses for people who work on shifts, and are therefore kept from regular attendance. In their courses you attend when you can, and your work is outlined and supervised accordingly.

If you care to specialize, there are evening courses in law, accounting, advertising, factory management, secretarial subjects. There are a host of good schools offering instruction along mechanical lines.

In short, there is an opportunity for you to better yourself, no matter what your line of work, or where your interest may lie.

We have made no attempt to preach to you the value of education. There should be no need. You need only look about you to realize that the man who knows is the man who goes ahead.

If you don't want to go ahead, we have nothing further to say. If you do want to, come to the Labor Bureau and talk it over. We'll be glad to help you.

Notice that two-thirds of "promotion" consists of "motion".

THE NEPONSET REVIEW

National No-Accident and Fire-Prevention Week

October 4-10 **SUPPLEMENT** **1925**

The Battle Is On!

WHEN the campaign orator wishes to draw forth the plaudits of the multitude, or when the Senator from Oskaloosa wishes to get a few pages in the Congressional Record, he arises and says, "My friends, the greatest problem that faces America and the world today is ——." Then he goes on to name his own particular brand of trouble.

The public, tired and sick of hearing about "what's wrong with the world," turns an indifferent ear. But the problems still remain. Every once in so often, however, some good man or woman, with a genuine desire to be of service, lends his or her time, money and energy to the solving of one of these perplexing problems.

Not so many years ago safety work was practically unheard of. If a man was hurt, or even killed, it was considered an unavoidable part of industry. Fire protection consisted of a hand-drawn "tub" and a semi-organized bucket brigade. When a building caught fire, it was allowed to burn, while the firemen attempted only to preserve surrounding structures.

Then came the change. With the development of America's vast industries, employing hundreds of thousands of men and women, and making necessary the erecting of millions of dollars' worth of machinery and buildings, employer and employee alike were face to face with the two grim figures, Fire and Accident.

Even as the Four Horsemen of the Apocalypse, War, Pestilence, Famine and Death, have threatened to destroy the world at large, so do Fire and Accident menace your health, your happiness, your home, your job.

Nor is this any mere figure of speech. The losses from Fire and Accident total hundreds of millions of dollars each year. Ill-health, suffering, want, poverty—all these follow in the trail of Fire and Accident. Sometimes these things come in only a mild form—a few weeks in the hospital, two or three months of being "broke." But who wants to spend even a single day in a cheerless hospital? Nor is "hand-to-mouth" living a pleasant existence for more than a day or two.

Yet accidents continue, and fire still destroys. Why? For many reasons, but foremost among these is thoughtlessness. In the one moment that the family man forgets his responsibility and takes a chance—then comes the accident. From the thoughtlessly flipped cigarette butt come the all-destroying flames.

This coming week, October 4–10, has been set aside as National No-Accident Week, and also as Fire-Prevention Week.

Last year we went through a similar period with no fires, and but a single accident.

The one great benefit of such an accomplishment is to show that it can be done—to give the lie to the calamity howler who says "accidents must always happen."

Accidents need not happen.

Accidents must not happen.

And, if you do your part, accidents will not happen! Keep your department's record perfect. Think of your family, your job, your own personal health.

The war against Fire and Accident is on. Your brain is your most powerful weapon. Use it, during every working hour. For the motto, the slogan, the war-cry in this battle is

THINK!

Passing of Oil Lamps Leaves Other Hazards to Cause Fire

By G. R. Wyman, Manufacturing Manager

October 9th is the anniversary of the terrible fire which, in 1871, destroyed a large portion of the City of Chicago. The story is that Mrs. O'Leary's cow kicked over an oil lamp and set fire to her barn, which soon turned into a conflagration.

The modern Mrs. O'Leary probably milks her cow by electric light and there are no cows in our plant since the fence was put up at the Floor Covering Plant. The passing of the old oil lamp, however, has not removed the fire hazards.

Bird & Son expects every employee to keep continually on the lookout for possible fire hazards and to obey the regulations which have been laid down from time to time for the purpose of preventing fires.

It is needless to repeat all of these regulations. You are all familiar with such hazards as dark, dirty corners, steam pipes touching woodwork, oily rags, disorderly lockers, lighted pipes, cigars or cigarettes, and strike-anywhere matches.

Won't you all conduct yourselves during Fire Prevention Week so that we may all derive a lasting benefit from this campaign?

FREE!

To every mill employee whose department goes through No-Accident Week without an accident, we will present a handsome Safety Calendar for 1926.

Last year these calendars were given to only a few people. They cost quite a bit, but we think it worth it if those in our manufacturing departments can keep free from accidents.

Work safely and see that the men around you work safely. The calendar is really only part of your reward, but it is surely worth having. If you doubt it, ask the man who got one, or tried to get one, last year.

There are no strings tied to this offer. If everyone in your department works safely during No-Accident Week, you will get the calendar just as soon as we can have them printed.

Safety Committees.

For Yourself

For You

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Fire and Accident are the Two

Figh

NATIONAL FIRE-PREVENTION AND

These Men Loo

Left, FB Committee; back row, left to right, Pratt, James Quin Howard; center, East Walpole Committee; back row, left to ri Maguire, Mars. Right, FF Committee; back row, left to right, W Brennan.

The Phillipsdale Safety Committee members are: T. G. Henderson Curry, Louis Doyle, Anthony Castro, Rex Salisbury, L. Allen.

For Your Job

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DENT WEEK OCTOBER 4-10, 1925

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for Your Safety

nons, Kolseth; front row, Stuber, Chamberlain, Seavey, Carlson, hand, Smith, Burke, Lindquist; front row, Hammond, Fisher, oore, Anderson, Johnson; front row, Benedetti, Rouillard, Boyden, ', Joseph Farrell, William Prosser, Frank Reed, John Bacci, Arthur

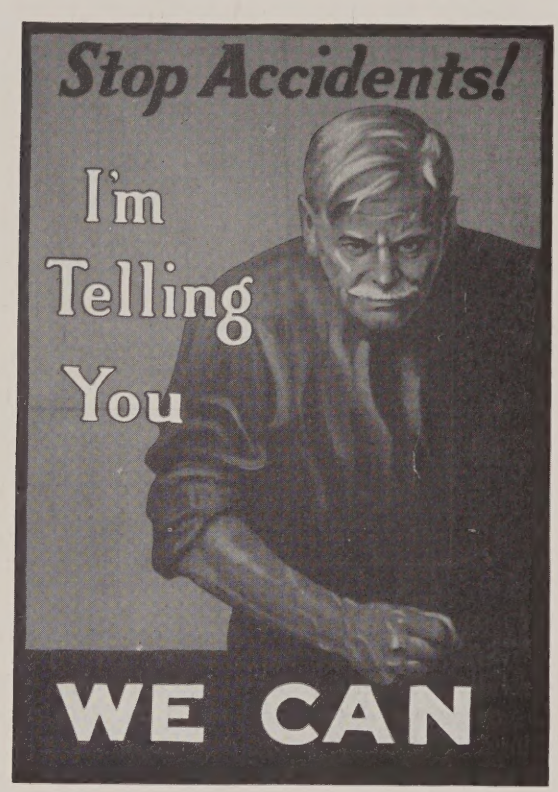
Don't Be a Slacker in the War Against Fires and Accidents

By Frank W. Fisher, Safety Engineer

To every member of Bird and Son Mills:

No-Accident and Fire-Prevention Week this year comes from October 4th to 10th.

If all of us pledge ourselves to make this week a banner one on fire and safety, we will do something of which we can well be proud.



Watch yourself and watch your careless or thoughtless brother.

Don't be a slacker and spoil the record.

A slacker in safety or fire-prevention is far more despicable than a slacker in war time. The war against fire and accidents never ceases to menace your happiness, and the man who shirks in fighting them is just as much an enemy as fire and accident themselves.

Ignorance of how to do things right is sometimes excusable, but carelessness never is. Don't try to get away with something because you are skilled. A less expert imitator may come to grief because you took a chance.

Let's make a perfect record during No-Accident Week.

Think Safety and Act Safety—today and every day.

One good example is worth a thousand arguments.

Risking one's life to save that of another is a noble act, but risking one's life to save a minute's time is foolish.

Any dub can take a chance.

An elephant lives four hundred years. But he's careful all the time.

When you take a chance the other fellow may have to take the consequences.

Glass eyes have been known to explode—both on the dealers' shelves and while being worn. Here's another argument for wearing goggles.

What Is Wrong Here?

HERE'S a new contest for you. Easy, simple, with $5 to the winner. Look at the picture carefully. From the safety point of view, what do you see wrong with it? Make a list of these things. Finished? Now suggest a short title for the picture.

Go over your list again, and look at the picture again, too. Look at your title. Does it suggest accident prevention? Is it short and snappy? Would it make a good safety slogan, used with the picture, or possibly without it?

Now, if you've finished both the list and the title, put 'em in an envelope and send 'em to the Editor of the *Review*, at the Labor Bureau.

The best title accompanied by a correct list of "things wrong" with the picture, will bring $5 to the sender. Winner announced in November Review, so send your solutions in before October 20.

One list and one title, and everybody is eligible.

"Safety League" Standing

THE August safety record showed considerable improvement over the July standing. The number of accidents was reduced from 18 to 10, and the days lost from 175 to 44. Two departments had perfect records. At least half of the August injuries resulted from carelessness. They might never have happened if the men concerned had stopped to think and look at what they were doing.

EM–ER and DP were tied for first place with perfect records. These departments have made perfect records before. If they can do it, why can't you? The one sure remedy for the prevention of all careless accidents, and for most others too is—THINK!

Standing for August

Dept.	No. Emp.	Accidents	Days Lost	Per Cent
DP	196	0	0	1.000
EM–ER	154	0	0	1.000
FF	283	2	4	.972
FX 1 and 2	282	2	6	.968
DM, DF, DV	232	2	5	965
FB	241	4	25	.896

It's more profitable to keep your name on the pay roll than to transfer it to the hospital register.

There are 96,543 dumb people in America. This doesn't include those who will not work safely.

A dad will spank his child for playing with matches. The same dad will throw a lighted match on an oily floor. That's different.

Gus on Vacations

QUITE unexpectedly, as is usually the case, we opened our desk one morning, and found the following communication from Gus, the sprite who inhabits the editor's typewriter:

"Dear Boss: A vacation is a period of time during which the vacationer departs from his usual place of residence to that as yet unlocated territory known as God's Country, there to spend his time in doing anything except work, returning at the end of the allotted period to first regale and finally bore his fellow-workers to exstinction with stories of the trip.

"From personal observation, I should say that half the population of America now goes vacationing by auto. It is great sport. I know. I have been, I have seen, and I have returned a wiser and more mosquito-bitten sprite. Some wise bird once said that travel broadens one. Take it from me, boss, touring a la Henry's bacilli of bumps will do more than broaden you. It will lengthen you out, put kinks in your neck, and cause certain parts of your anatomy to assume extraordinary shapes and proportions.

"You may be interested to know something about auto-camping. It is great sport. All that you require is a Ford, three tons of junk, more money than you plan to spend and a disposition that balks at nothing created by man or nature.

How To Get There

"Having spent at least a week of argument with your companion or companions, threatening the success of the trip at least a dozen times, you will finally come to a decision on what you will take along. No matter how much or how little it is, it will look like too much, but you will get it in, or on, or underneath.

"Your flivver will now look like a covered wagon on a week-end jag. Fitting yourself in between an assortment of tin plates, spare parts and the notorious Ford steering gear, you start forthwith. Once outside the city, it becomes necessary for all to decide upon the proper route. And with the help of a Green-book, Blue-book or whatever color book you have, aided and contradicted by a road-map that looks like a Chinese puzzle, together with the advice of the other passengers, mixed with the directions of the traffic cop and the misdirections of a half-witted native, you will by some miracle locate your road and in due course roll merrily into camp.

"Once in camp you will begin the compulsory course in nature-study. Heretofore you will probably have thought that so far as insects went there were just mosquitoes, ants, spiders, crickets, locusts, etc. Right, but only partly so. Within one night you will become intimately acquainted with innumerable varieties of each of these. And in addition you will meet on very familiar terms with crawling and flying things that will drown themselves in the soup, take up permanent residence in your blankets, or park in some inaccesible place, from which refuge they will chirp, shrill and shriek continuously and with ten times the abandon of a trolley car rounding a sharp curve in the subway.

No Comparison

"And the mosquitoes! Oh, boss, them mosquito! You who sit on your porches on a summer evening, and think you are having a battle with these pests, hearken unto me! You at least have some retreat, even if as a last resort you climb inside the furnace and close the door. But in the great open spaces of an auto camp, public or private, there is no retreat. Nor is there any comparison between the puny stinger of a city-dude mosquito and the ponderous proboscis of these woodland pests who rule the land where men are itchy and ants are elephants.

"Then comes the cooking. If the actual head of the house is along, you will undoubtedly survive. Providing that she does not lose her mind entirely trying to cook a meal for a hungry mob on one of these pump-it-yourself gasoline stoves, the key, or pump or something else of which is always being lost. Or if she does not succumb to suffocation trying to keep two kettles, a frying pan and a coffee pot over a wood fire, with the smoke playing ring-around-a-rosie.

"If you have no better half, or in your ignorance leave her behind, you will also survive. And forever wonder how yu did it. At the end of the allotted time you will have tried all the possible combinations of the pancakes-coffee-beans-and-bacon quartette and will come to a respect, nay a wholesome fear, of these apparently harmless articles.

"But will I go again? I'll say I will; even though I be a total wreck and woozy in the upper-story.

Hoping you are the same,

GUS."

Bird Club members can see the Clubhouse in this one—if they look closely

Walpole-Norwood League Holds Second Annual Banquet, Sept. 28

BASEBALL enthusiasm ran high at the second annual of the Walpole-Norwood Industrial Twilight League, held at the Norwood Civic Association, Monday evening, September 28

Nearly two hundred players, invited guests and friends were present. Dinner was served under the direction of Caterer Holman. Music for singing and for the entertainment later was furnished by Slavin's orchestra.

Benny Murray, president of the league, presided, and introduced the speakers, which included, beside the representatives from the various firms present, George F. Willett, Jack Ryan, pitching coach of the Boston Red Sox, and William Murphy, representing the Quincy Twilight League. All gave strong encouragement to the league, and high praise to Benny Murray.

Entertainment featuring Walpole and Norwood local talent followed the speaking.

"No generation repeats the previous generation precisely; history never repeats itself; change, we realize now, is inexhaustible; all things are eternally new."—H. G. Wells.

Notes From Plants and Offices

Paper Mills

East Walpole

Bob Hood has a new Dodge Sedan.

Jim Curran and Miss Gertrude Healey of Canton were married during the month. They will live in Canton.

By the time the *Review* reaches you Frank Dockray will have also taken the plunge. Best of luck to both couples.

Joe Falus took a trip through Main and New Hampshire during his vacation.

Carl Schaier went to bright Broadway via the Hudson River.

Rusty Linnehan took his six-cylinder Junior Lincoln to Salisbury Beach and all the way back.

Jimmie Hammond spent a good part of his vacation chasing his pay check, which someone was holding for him. Lately he has been taking on contracts for removing floors, finding diamond rings, and other sleuthing work.

Fred Norbloom is becoming an expert on tomatoes.

Bill Quinn took a trip to Quebec recently.

Ralph Wilkins is following the horses as strong as ever.

Jim Kivlin is thinking of hiring sleuth Hammond to trace the culprit who is sending him vacation post cards from some of the popular beaches.

It is rumored that John Costello, taking Curran and Dockray as examples, is poising on the springboard ready to leap into uncharted waters.

Malcolm Mars says that first of all you have to get the woman. But our advice to Mal is to stay in one place at least six months. You have more chance to look 'em over at least.

John Curran is certainly worried over his force. Mebbe its the scenery along the Shore Line that gets them.

Jim Houlihan is back from his vacation and still single.

Henry Donahue, the walking Stacomb ad, has bought a big megaphone and presented it to Barone the druggist, so Barone won't have to yell his lungs out calling for Donahue to come to the telephone. One evening recently Henry had seven calls in the course of an hour. Pretty bad, pretty bad.

$10 reward for anyone identifying this photo

John Poulousky journeyed to Boston recently to get himself a new pair of shoes. John tried every pair of shoes in the place, but couldn't get any to fit his pedal extremities. The salesman finally handed him a card and said, "Sorry we can't fit you, sir, but go over to Iver Johnson's and ask to be shown some snowshoes."

The Skipper and crew of the Shore Line Express

Maintenance

John Timmons is back at his desk in EF, well rested after a vacation in his camp in Rhode Island.

Otis Lilly is our new mill messenger, taking Morris Meyer's place.

George Robinson of SM has returned from a vacation auto trip to Niagara Falls and Canada.

Bartley Foley, EMP, is spending a leave of abscence in the "auld country."

Frank Whitehead spent a pleasant vacation touring Canada with his family.

Marshall Grant "vacationed" down East, among the scenes of his childhood.

J. H. Bowers spent his vacation in Connecticut and New York State.

Axel Swanson, EMW, is taking his vacation.

Bob Hood of EMM is sporting a new Dodge.

Win Schaier has taken Fred Duncan's place in the Drafting Room.

Dave Regan, Jr., has a new Oldsmobile touring car.

Box Shops

John Hurley is marooned in New Hampshire on his vacation. He will return when he finds, buys, borrows or steals the missing parts in his Leaping Lena.

Peter Flaherty has purchased a new house on Mountain avenue, Norwood.

Here's a cat story for you, which Jack O'Donnell will swear on a stack of dictionaries is absolutely true. Black Peter, FXG mascot, wanted a drink the other day. So he jumped up to the bubbler, pushed the button, and satisfied his thirst. But when he had finished, the button stuck and alarmed him greatly, for had not a sign just been put up, "turn off the water

when not in use"? Fearful lest he be fired for breaking the rule, Peter meaowed wildly for O'Donnell, who finally came a'running and shut off the water.

"Some cat," says Jack. To which we reply, "So's your old man."

Mr. Morse, DVXI, lost his moustache while vacationing at Old Orchard.

For Sale—Good Briscoe automobile. Will stand without hitching. And keep on standing. Apply to Sam Hunter.

Chub Driscoll has acquired a Grant speed wagon, vintage of gosh-knows-when. To date his record from East Burlap to Norwood is one hour and thirty-five minutes, with fair winds and no traffic.

We were very sorry to hear of the death of William Littlefield, who worked with us for several months in the FXI office.

Phillipsdale

Owing to the smallpox scare in Pawtucket and Central Falls, the "powers that be" have had most of us vaccinated and while a few were wobbling around with sore arms for a day or so, the soreness didn't last very long and all are now over it. Chamberlain, Hawley and a few other tough birds had to have it done twice, they liked it so well.

Mr. Eaton's car has been rolling around on three legs of late, so he has taken up a residence with the elite on Wilson avenue in Rumford, and won't have so far to walk now.

Speaking of three-legged cars reminds us of that car of Leslie Howard's that balked when Leslie had it out in a rain storm and refused to move after reaching Ingrams Corners, about 3 miles from here. Not wanting to argue, Leslie left it there and walked to work, the only trouble being that he had left his raincoat at home and arrived here rather wet.

Henry Phelps is looking for four new tires that he can buy cheap for a Chevrolet. He has had his car all of six weeks now and the original tires are pretty well worn out. What's the use of having a machine if you don't use it, says he.

Billy Livingston and George Hawley have had their vacations and this just about winds up the season. George spent the last part of his in bed, which isn't exactly an ideal place to spend a vacation.

Ed. Medbury has appeared on the scene with a classy Paige coupe which looks rather nice and Manuel Perry is seen in the yard occasionally with his 1896 Ford truck. We have all kinds down here.

Several of our men had relatives and friends on the unfortunate "Mackinac" when the explosion occurred in Newport Harbor. To these men we offer our expressions of sympathy and we certainly hope that those who are still in hospitals will have a speedy recovery.

Frank Whitehead looks over a requisition

Emil Sigmund, who pilots the new truck at East Walpole

Roofing Mills

Norwood

The laboratory here has a cat to rival FXG's. One morning one of the men opened a cupboard and out came the cat with a sample to be tested, one lone kitten. Kitty survived all the usual roofing tests except the submersion. Perhaps mama will try again.

A new paint machine has been installed on No. 5 machine and is being used in the production of Economy Floor Covering.

The salvage shed is being cleaned out to make room for the coming snow. Dinny Driscoll is having his annual sale of house lots there. Dinny is also working nights on a design for a propeller hinge to be used on his new ferry boat.

The new transformer house is well under way.

Alden Boothby is making great progress cleaning up the site of the old sand plant, and plans to use it for garden plots next spring.

A new set of six driers has been installed on No. 1 machine. This helps to make for better production and a still better quality product.

A new binding machine for shingles has been installed.

Howard Everett now walks to work occasionally, as his Franklin is having periodic fits.

Doc Watson is on his vacation.

Fred Fuller is planning extensive changes on his property on Coney street.

Jepson is enlarging his garage to hold two autos and a baby carriage.

Coleman Foley has bought a house on Rock street, Norwood.

Ralph Simmons has bought a house on East Cross street.

Fred Fuller is sporting a new Ford Sedan.

Harry Dresser once had an overcoat. A real nice overcoat that he kept in his cellar all summer, and recently brought to the plant in preparation for the coming of winter. But Alden Boothby discovered it in a locker, and swore that it had been there since the Flood, or looked it at any rate. So he gave it away. Now Harry will have to go cold for another five years.

Ray Call has cemented the floor of his garage, and says that now it will hold up a battleship.

George Smith was discovered looking at a new Chrysler one day.

We are glad to welcome Bill Churchill, who has returned to work after his recent illness.

Hamilton

We are glad to welcome Mr. Alex. Parks into our sales organization.

Mr. T. R. Palmer, our Eastern Ontario salesman, has been on the sick list, but we believe he is doing nicely now and

Ruth Davenport, Daughter of H. E. Davenport, Hamilton.

hope he will soon be out again.

Bert Thompson, our Northern Ontario Salesman, has just reported the arrival of a 7-pound boy. Best wishes are extended to Mrs. Thompson and babe.

Our Telephone Operator, Miss Christine Powlesland, with the family's new Star Car has revised the old adage to—"A wheel a day keeps Italian Fruit wagons away."

Windi-Citi-Grams

Vacations and fish stories are apparently synonymous after listening to some of the returns.

Mr. Hird, with a story of 1500 pounds Black Fish (and incidentally pictures of same) heads the list.

W. F. W. Stafford, with a "muskie" story. Earle Clark told how large sturgeons were in Lake Michigan.

Jack Walton, who caught 94 fish in 2 hours and 25 minutes in Chesapeake Bay (no net used).

Mark Hanna and Ben Roberts caught—well, you ask them to tell you, for we can't read that high on the scales.

Messrs. Montgomery, Maguire and Hills were on here during the past month visiting a number of corrugated box board plants.

Our new Paroid Built-Up Tennis Court is now getting much use. Bob Thurston has arranged a tournament to be played this month.

There were two record-breaking runs this past month, together with several "non-stop" runs. These "non-stop" uns su rely show up each month when the mill end and waste figures are published.

Jack Walton, of Chicago, and a prize 4 lb. flounder

Although Louie Freeman has been here now for four years, his thoughts turned back to the East again this month when his new baby girl was named Priscilla.

A. H. Anderson was here for a few days during the month. He learned how to toss horse-shoes, and the hook on his ringer helped to settle more than one game.

Earle Clark was called to Somerville, Mass., by the death of his mother the last of August.

Tom Durkin and Bon Breback are spending their vacation in Milwaukee as "bell pushers" for prospective customers for Design Roofing. A carload order from the South Side Roofing Company is the result to date.

L. E. Fox is now driving a new Chrysler Four coach.

After Dutch Jansen's Chevrolet broke down recently in Michigan, he offered to give it away, but he had no takers.

Catherine McCarthy of our Stenographic Department surprised the office force by being married while on her vacation to A. P. Etten. Mr. Etten, besides being a locomotive engineer on the Rock Island, is also one of the best semi-pro pitchers in the city and will no doubt be seen in the "big show" next year.

Sales of Design Roofing are progressing at a good rate. The heavier sheet together with the improved print have gone far to meet the demand of home owners. Our 20 squares per day salesmen's club has shown fairly good "attendance" for the year to date.

Charlie McEachren, our credit man, says that—"if you want to look at the solid facts of a thing, you must strain off the sentiment first."

A golf tournament between members of the Floor Covering Sales office and the Roofing Plant is scheduled for this coming Saturday afternoon. Details of the fight in our next issue.

Our new steam turbine is running nicely and Ben Roberts figures it will show a marked decrease in our Power Costs from now on.

Floor Covering Plant

Norwood

Howard Davis and Jack Draper have both succumbed to the lure of Florida, and have probably made at least a million by now.

Nick Benedetti is the proud father of a baby boy.

Sid Taylor has forsaken the Bird Club to live in Norwood.

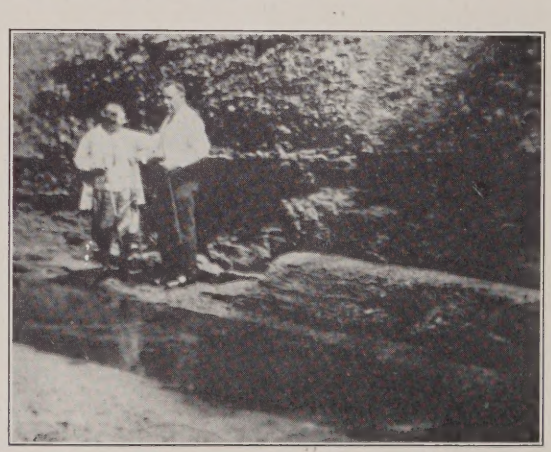
Lloyd Dearborn is FF's new man in training for CF.

Jack Alcott went to Boston recently to be measured for his new blue uniform and cap. He has his guide's badge already.

Jim Stowell's car acted as a street-spraying wagon in Walpole one afternoon, when something went wrong with the carburetor, throwing gasoline all over the landscape.

Tommy Rogers will soon be living in Norwood—happily married.

Ed Lines is back from his vacation with a new hat.



Henry Norman, Chicago master mechanic, and Mrs. Norman at Turkey Run State Park, Indiana

Francis Smith vacationed picking fruit, pitching hay and generally rusticating on a farm in Connecticut.

Elsie Potter has returned from a two-week's indulgence in her favorite sport of hunting and fishing.

FF has a rare and wise bird in its midst. This man recently sold his auto and put the money in the bank.

Leo Hagarty and Dorothy Stewart Hebb of Nova Scotia were married during the month. Congratulations, Leo, and best wishes.

Chicago Floor Covering

Because of the steady growth of the Western Floor Covering Division, it has been found necessary to warehouse Neponset Floor Covering Products at three new points; namely, St. Louis, Indianapolis and Houston.

The necessity for these warehouses has been felt for sometime and without doubt their operation will result in the obtaining of additional Neponset distribution. We will also obtain additional distribution through the aid of three new jobbers; namely:

The Irwin Paper Company.....Quincy, Illinois
The Drake Hardware Company.....Burlington, Iowa
McHose & Pardoe.....Fargo, North Dakota

R. W. Duvall, formerly in charge of the Western Sales Service Department, has been appointed salesman in the St. Louis territory. While we all hated to see Mr. Duvall leave the office, we were nevertheless glad to see him given an appointment which offers so much promise. He has the best wishes of every one.

R. A. Kent is the latest addition to the inside force. He is to act in the capacity of inside salesman.

S. R. Reid has been appointed Southern District Manager and will devote his entire time in the development of the Southern territory.

Our Sales Service Department is now offering window display service to Neponset dealers in the Western Division. E. J. Canright is devoting his entire time to the installation of displays and will, as nearly as possible, spend one week with each salesman during the fall season. Mr. Canright has had considerable experience in window display work with Armour & Company, Chicago.

Both W. K. Smith and Mr. Westcott recently attended the annual outing of the Chicago Carpet and Upholstery Club. Mr. Smith won the first prize for low net golf in Class C, which was a splendid traveling bag presented by the Congoleum Company. We thank our competitors. Mr. Smith evidently does not stop at taking business away from our competitors but also takes their prizes. At any rate, he wishes to thank them for the traveling bag.

Joe Darling, Vice President of the J. Frank Darling Com. pany, was in the foursome with Mr. Smith and Mr. Westcott-Mr. Darling won a gross prize in Class C. Mr. Westcott refuses to divulge his score, though he claims it to be the best he ever made.

We will have more to say about golf in our next issue as there is a little tournament planned for Saturday, September 19.

Bonnie Crepps, formerly in charge of the billing in the Chicago office, has joined the ranks of the housewives. She was married on September 2 to Mr. Walter Uden and went to the Dells of Wisconsin on her wedding trip.

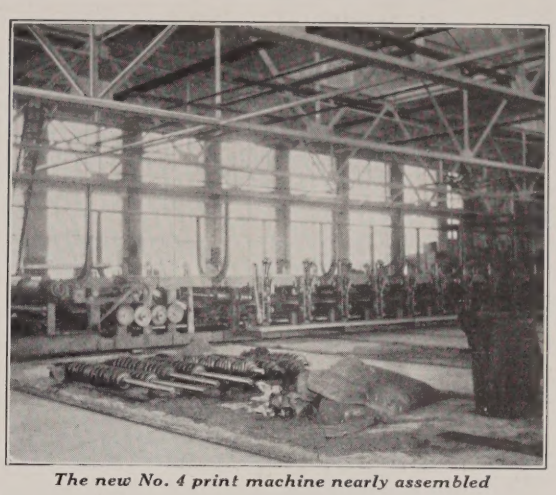
Miss Clancy and her sister-in-law gave a shower for her at the LaSalle Hotel Saturday, August 29. According to reports, a good time was had by all. Several girls in the office were present.

Vacations are over now so things are about back to normal. Vacations are great for those who take them, but oh the fun for thoseleft back in the office!

Main Offices

Parky Rogers and Miss Marie Curran were married September 19 at the Blessed Sacrament Church in Walpole. Best wishes and best of luck to both of you!

Fred Bagley and Miss Caroline Bedell of Plymouth were married during the month. And the best of luck to you, too.



The new No. 4 print machine nearly assembled

Fred Duncan has a new Buick.

John Walker is waking the silent hills of Pennsylvania with one of Mr. Buick's original creations.

Art Stucke, being more conservative, is content with a Dodge.

Doris Maier was married during the month.

Mrs. Brown is back from her vacation.

H. H. Miller is spending his vacation at his camp on Boot Pont.

L. D. Jenkins, CE, has gone into the Cape Cod territory.

Paul H. Breen is now head correspondent.

E. V. Gibbs is a new correspondent in CE.

Miss B. E. Lavender is back after a summer's leave of absence.

Miss Connor is exhibiting a mighty fine-looking diamond.

We were very sorry to hear of the death of Dick Floyd's father.

Everett Gillis was married to Lillian Roche, AB, September 30, in Norwood. They will reside on Day street, Norwood, following their wedding trip.

Rickettson, who has been in Nova Scotia disposing of his property, reports a bumper apple crop there.

A certain gentleman in AC bought a 1913 Ford in June, 1925. Along toward the last of last month a general celebration was held, when the old girl ran for the first time going on a 6-mile tour without a mishap. The only drawback to the boat is that you have to get out every so often and push the body back onto the chassis. Ye gods, what man will do for the sake of a "cawhr"!

The Young "Visitors"

Two young men started out from Boston to visit our plant. One of them said to the other, "Oh, yes, they make Bird's Neponset Products. I know how to get there."

Right the first guess. They did go to Neponset.

P.S. This is a true story.

Bird Hall Movies

The following pictures will be shown at Bird Hall during October. Wednesdays at 7.30 p. m. and Saturdays at 3 and 7.30 p. m.

7, Mary Pickford in "Rosita"; 10, Tom Moore in "Adventure"; 14, James Cruze's "The Goose Hangs High"; 17, Harry Carey in "Roaring Trails"; 21, "No More Women"; 24, "The Air Mail"; 28, "Another Scandal"; 31, "Code of the West."

Improved Reflective Lights Installed in FXR and FXB

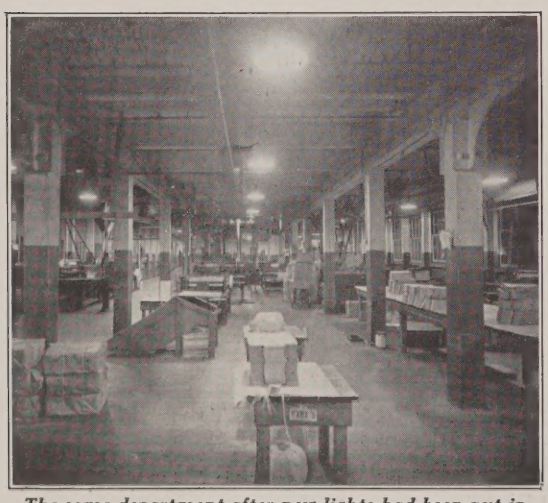
THE pictures accompanying this article tell a story much more effectively than can be set down in words, but here's a little explanation

FXR before installation of new lighting system

anyway. Two departments, FXR and FXB were troubled with insufficient lighting for late afternoon and overtime work.

Officials of the Edison Light Co. made a layout for the two departments, doing away entirely with the old drop-lights, and recommending in their place 32 "RLM Reflective" lights for FXR and 24 of the same for FXB.

The lighting is now more direct, it is more convenient, without drop lights getting in the way, and it really seems as light as day when the lights are turned on at night.



The same department after new lights had been put in

Bird Club Meeting

FIVE directors were elected at the meeting of the Bird Club held at the Clubhouse early last month. Those who received the highest vote and who will serve for a term of three years are: G. R. Wyman, Frank Whitehead, S. W. Smith, S. B. Montgomery, and R. L. Tupper.

B. D. Rogers was reelected as secretary, and D. E. Merrill was made treasurer.

The financial condition of the Club was reported satisfactory. A. W. Smith, chairman of the Athletic Committee, reported that two teams had been entered in the Walpole Industrial Bowling League and the Norwood and Walpole Industrial Baseball League, and had been fairly successful.

J. E. Sheehan, chairman of the Membership Committee, reported that there had been approximately 20 new members who had joined during the year. H. E. Rouillard, chairman of the entertainment committee, reported that seven entertainments and six dances had been held in Bird Hall, and four lectures or entertainments at the Clubhouse.

William Koehler, Chairman of the House Committee, reported a full house during the year and excellent cooperation among the fellows who lived there.

Herbert Duane Taylor

HERBERT DUANE TAYLOR, Bird and Son "Old Timer" and Civil War veteran, died at his home on Walcott avenue Friday, September 18. He was 83 years old.

"Herb," as he was known to his Bird & Son friends and others, came to the company as an engineer in 1887. He worked commendably during a period of 35 years, retiring in January, 1923.

He enlisted at the very beginning of the Civil War, and during his period of service was at one time confined in Andersonville Prison for a month.

His widow, Elizabeth A. Taylor, survives him. Previous to his death they had lived together for 60 years, and celebrated their 50th anniversary 10 years ago, when Charles S. Bird presented them with a fifty-dollar gold piece from friends in the Wednesday Club House.

Mr. Taylor was a member of the George K. Bird Post, G. A. R., of Norwood, and holder of the gold-headed cane given by the Nelson R. Stevens Camp, S. of V., to the oldest living member of the Post. He was also a member of Orient Lodge, A. F. and A. M.

Funeral services were held Sunday afternoon, September 20, at the Union Congregational Church, with a delegation of over a hundred masons, G. A. R. veterans, and a host of friends in attendance.

Business Briefs

3. What Are "Quick Assets" of a Corporation?

QUICK or current assets of a corporation are those assets which are either in the form of cash or may be reasonably expected to be converted into cash within a short time.

"Turnover" is a word often used in connection with the assets of a corporation and indicates the process of taking cash, buying materials, making finished products, selling the goods to customers, collecting the customers' accounts, and again having cash, presumably more than when the process was started.

The assets which exist while this "turnover" process is in effect are those which are commonly called quick assets. *Cash* is, of course, the best and quickest asset available. Money owed by customers, called *customers' accounts* or *accounts receivable*, are expected to be cashed soon and come next to cash. *Notes* from customers due and callable in a few months are considered quick assets. *Inventories* which presumably will be either made into goods or are already finished goods which will be sold soon and therefore are considered to be quick assets.

Inventories are sometimes considered in three groups, *raw materials*, *goods in process*, and *finished goods*. The best concerns value these inventories at their cost or the present market price of raw materials, whichever may be lower. *Finished goods* should never be valued at their selling price, but are considered to be an asset only to the amount of their cost to the company.

Certain investments such as Liberty Bonds or Government securities, which are practically cash items, are considered to be quick assets. Any other investments which the company shows in the form of stocks or bonds should be analysed before being accepted as quick assets.

Norwood Hospital Started

THE first spadeful of earth for the start of construction on the new Norwood Hospital was turned during the month. John E. Folan, chairman of the building committee, carried out the act of turning over the first shovelful of earth. Early the next morning a steam shovel was at work tearing up the ground and clearing out the area staked out for foundations.

The building will be of red brick and tile and thoroughly fireproof. It will be 103 by 36 feet and will run off to the rear of the present building at an angle. The hospital's capacity will be increased from 30 to 75 beds, and plans allow the building of two wings, should need arise to increase the capacity to 200 beds.

A Western Testimonial

WHILE a good part of this number deals with our roofing business in the West, the following testimonial as to our Floor Covering may be interesting, coming as it does from Edwin Sappoe, assistant buyer of Walker's, Inc., Los Angeles, Calif.:

Edwin Sappoe

"One day my boss asked me, 'What did that Neponset man bribe you with that you are so enthusiastic about his line? I have never seen you push any other merchandise the way you are pushing it.'

"The reason we seemed to push Neponset more than other floor coverings was the fact that we had faith in it. Just like the man said: 'I bought this hair tonic from a bald-headed barber. It must be good for he said he uses it himself.'

"One of the big features of the Neponset line, aside from the smooth finish and good assortment of up-to-date patterns, is the waxed back. It is this one added feature that the other floor coverings haven't got that gives us an opportunity of saying something more than the salesman down the street. You know, it is the extra little feature often helps to clinch a sale.

"Back of everything else, when we place an order for Neponset, we know that it will receive prompt attention and come as ordered."

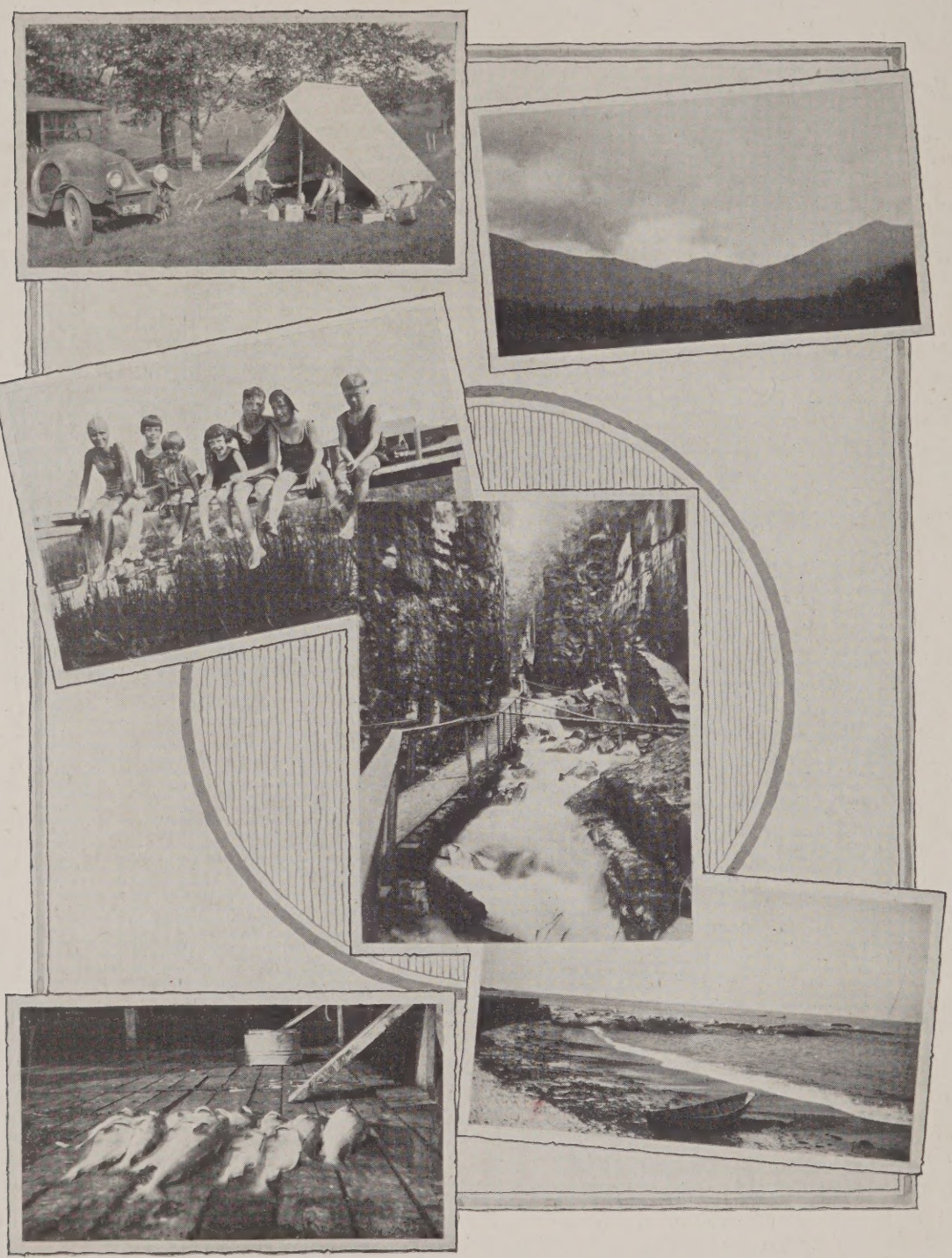
A Creed

There is a destiny that makes us brothers:
None goes his way alone:
All that we send into the lives of others
Comes back into our own.

I care not what his temples or his creeds,
One thing holds firm and fast—
That into his fateful heap of days and deeds
The soul of a man is cast.

—Edwin Markham.

Winners In Vacation Picture Contest



Prize winners in the Vacation Picture Contest. H. E. Rouillard's view of the beach at Minot's Light, lower right, took first prize of $5. Just above this is "The Flume," by O. J. Goodspeed, second prize, $3. The group of young folks took third prize, $2, and was submitted by Helen G. Costello. Honorable mention went to the fish, by Ralph E. Farris, a camping scene, upper left, by Stuart Keith, and a view of part of the Presidential Range, White Mountains, taken by M. Edgar Tarr.

More than Dozen Groups of Photos Submitted in Contest

MORE than a dozen groups of pictures were turned in in the *Review's* annual Vacation Picture Contest. The judges, G. R. Wyman, J. E. Alcott, and the Editor sorted, arranged, and deliberated at length, finally awarding the first prize of $5 to H. E. Rouillard for his picture of the beach at Minot's light, second prize of $3 to O. J. Goodspeed for his view of "The Flume" and third prize of $2 to Helen G. Costello of CE for the snap of "The Gang."

Honorable mention was given to pictures turned in by M. Edgar Tarr, AC, Ralph E. Farris, DVXI, and Stuart Keith, AA.

Several pictures, while not quite up to prize-winning standards, are of such interest that they are being held, and will be published in the *Review* in future issues. Others, with exception of the prize-winners, will be returned to the owners.

Library

FOLLOWING are new books worth your while to read:

Julie Cane	O. Higgins
King of Elfland's Daughter	Dunsany
Auto Camping	Brimner
Dangerous Days	Rinehart
Multitude and Solitude	Galsworthy
St. Joan	Shaw
Reading with a Purpose	Carlton
Challenged	Martin
Soundings	Gibbs
House Without a Key	Biggers
Madame Clair	Ertz
The George and the Crown	Kaye-Smith
Scarlet Tanager	Tyson
Drums	Boyd
Barrett Wendell and His Letters	Howe
Winterboro	White
Small House and a Large Garden	Wright
Racial Realities in Europe	Stoddard
Corduroy	Mitchell
Skyline Inn	Haines
A, B, C, of Aviation	Page
Danger	Poole
Franklin Winslow Kane	Sedgwick
Unwritten History	Hamilton
John Dover	Cameron
Poirot Investigates	Christie
Balisand	Hergesheimer
Astronomer at Large	Thornton
Challenged	Martin
The New Decalogue of Science	Wiggam
The Commonsense of Health	Rinehart
The Hawkeye	Quick
Wind's End	Asquith
Peacock Feathers	Bailey
Thundering Herd	Grey
St. Martin's Summer	Sabatini
The Hawkeye	Quick
Liliecrona's Home	Lagerlof
Hudson Maxim	Johnson

Towards Norwood from the chimney

"Five and Ten"

IN this column will be run little items of interest taken from the *Reviews* of ten and five years ago respectively. Contributions from old-timers and others on events and people in by-gone days are welcome.

Ten Years Ago—

Norwood Civic Association wins Neponset Challenge Baseball Cup.

"Bullet" White acts as mascot of Bird and Son team.

A Wednesday Club fair reported a great success.

Business good. Hamilton mill reports plenty of overtime.

And in 1920—

"'Neponset Rugs,' our new product of which we are quite proud, went on sale to dealers September 15."

New 10-ton elevator at FB nears completion.

Don Cole resigns as foreman of Saturating department.

Jesse Ghen appointed foreman of Color-mixing, Coating and Oil-boiling departments at FF, to take the place of Frank Wing, resigned.

Alterations and enlargements in seating capacity being made in Bird Hall.

Slate storage system at Hamilton completed.

Improvements at Pont Rouge include: new dam, beaters, crane system, boiler and Bird Screens.

Fall sales competition under way at Chicago.

Baseball: Bird and Son 13, Curity 10; Bird and Son 6, Curity 4.

Rifle Club starting.

Card of Thanks

I wish to express my thanks to the Bird and Son, inc. Mutual Benefit Association for the check for $1000, sent to me upon the death of Mrs. O'Donnell.

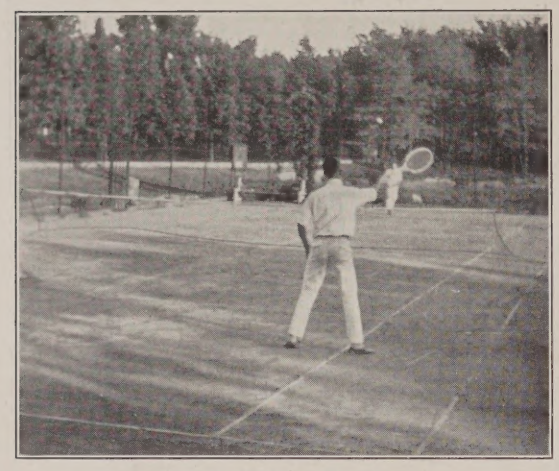
John E. O'Donnell.

Card of Thanks

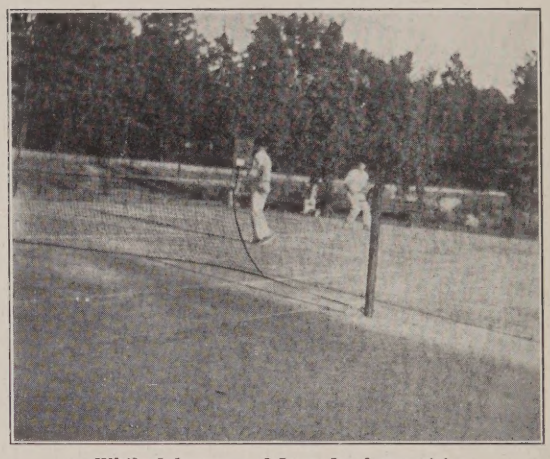
We wish to thank our friends for their good wishes and for the beautiful gift of silver.

Mr. and Mrs. Patrick Rogers.

Annual Tennis Match In Full Swing



C. H. Andrews gets one



While Johnson and Snow lend opposition

THE annual Bird and Son Tennis Club match is now well under way, and by the time the *Review* reaches you will probably have reached the finals.

Six groups of doubles started the match, with the following results: C. Smith and B. Rogers defeated S. Bailey and J. Whitcomb; D. Chase and K. Chase defeated R. Wight and F. Reynolds; E. Johnson and W. Snow defeated C. Andrews and J. Dolan; P. Green and L. O'Rourke defeated C. Gardner and D. Sampson; R. Floyd and H. Sawyer defeated P. Allen and W. Rogers; E. Holmes and M. Tarr defeated E. Tarr and W. Maxwell.

In the second round the Chase brothers dedefeated C. Smith and B. Rogers; Breen and O'Rourke beat Johnson and Snow, with the match between Floyd and Sawyer and Holmes and M. Tarr yet to be played. Breen and O'Rourke played the Chase brothers and were defeated. This puts the Chases in the semi-finals to play for the championship against the winner of the Holmes-Tarr, Floyd-Sawyer game.

Veterans' Roll of Honor

WE give below a list of those whose fifth, tenth and twentieth anniversaries come during October, together with the names of our veterans who complete over 20 years of service during this month:

			Yrs.
John Cullinane	Paper Mill	Oct. 16, 1889	36
John Dower	Maintenance	Oct. 1, 1895	30
Charles T. Derry	Retired	Oct. 12, 1897	28
H. L. Engley	Drafting	Oct. 9, 1901	24
Jerry Cullinane	Maintenance	Oct. 10, 1910	15
Nils Lindequist	Maintenance	Oct. 11, 1910	15
Michael Rusavins	Paper Mill	Oct. 5, 1915	10
D. E. Merrill	Credit	Oct. 4, 1920	5
A. J. MacAloney	Floor Covering	Oct. 4, 1920	5
Frank Mumblow	Floor Covering	Oct. 6, 1920	5
Suls Solomon	Power and Steam	Oct. 8, 1920	5
P. N. Hills	Planning	Oct. 18, 1920	5
George F. Campbell	Accounting	Oct. 25, 1920	5

Card of Thanks

I wish to thank my many friends for acts of kindness shown to Mr. Taylor and myself during his illness, and also for their expressions of sympathy and beautiful flowers sent during my recent bereavement.

Sincerely,
Elizabeth A. Taylor,

Fire Brigades

East Walpole: Meeting held on Monday, September 14, with roll-call at 4.45 p. m. There were fifty-two members present and six absent.

Company No. 8 drilled at 3.20 p. m. under supervision of J. E. Smith, Night Assst. Chief.

Company No. 9 drilled at 7.10 a. m., September 15, under supervision of J. H. Maguire, Night Asst. Chief.

Drill was held at hydrant houses H, I and G, hose was coupled from hydrant I over roof of SD2 and turned on fire supposedly between SD2 and DF1. Hose was taken to hydrant H and turned on at same location. Hose also coupled on at hydrant G. Reel Company No. 1 brought reel of hose to hydrant I. Hose was inspected by F. W. Fisher. Water turned off and hose stored in hydrant houses.

The companies were checked out by Frank Whitehead and P. A. Guttormsen.

Meeting adjourned at 5.45 p. m.

Norwood: The Floor Covering Plant held its monthly fire Drills on the 1st and 8th of the month, and Building & Roofing Plant held theirs on the 14th.

The time was spent trying out lengths of hose that had been stored away during the construction of the new Rug Print Building; also taking the Floor Covering Brigade through the FB Plant, explaining to the men about the different sprinkler valves and how to get to different places in case of fire.

FB held its drill in the Brigade Room coupling and uncoupling hose and showing how to fill extinguishers as there was not a very good attendance.

After roll call the meeting was adjourned in the regular way.

BIRD NEPONSET PRODUCTS

Building and Roofing Division

Shingles

NEPONSET Twins American Twins Proslate Fours American Fours
Diamond Fours Lock-Butt Individuals

Roll Roofing

Paroid Art-Craft Shingle Design Slate Surfaced
American Ready Universal

Building Papers

NEPONSET Black Saturated and Coated American Economy

Wall Board

NEPONSET Board, Cream White American Wall Board

Specialties

Asphalt Felt Paroid Built-up Roof B. & S. Deadening Felt
Plastic Cement Roof Coating

Floor Covering Division

NEPONSET Rugs NEPONSET Floor Covering NEPONSET Rug Border
Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases NEPONSET Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes

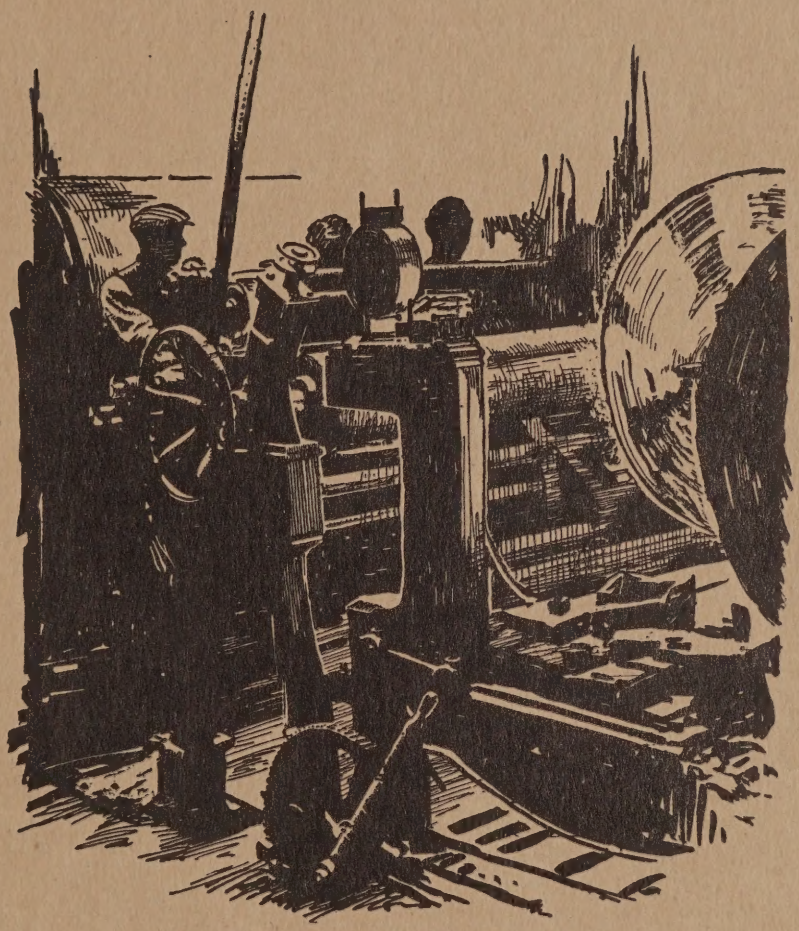
Special Paper Division

Shot Shell Cartridge and Wad Papers Rocket Paper Black Tube Paper Torch Paper
Bird Wadding Gray Index Cardboard Jacquard Board
Felt Papers for Special Purposes

BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**

BIRD

The NEPONSET REVIEW



Winder End No. 2 Machine

November 1925

Boxes and Special Papers Quarterly

BIRD & SON, inc. Est. 1795 EAST WALPOLE, MASS.

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.; Phillipsdale, R. I.

Floor Covering Plant
Norwood, Mass.

Roofing Plants
Norwood, Mass.; Chicago, Ill.

Box Factories
East Walpole, Mass.

Executive Offices
East Walpole, Massachusetts

Branch Offices
Boston, New York, Chicago, Philadelphia, Atlanta, San Francisco, Minneapolis, Columbus and Paris, France

Warehouses
New York, Chicago, Philadelphia, Detroit, St. Paul, Atlanta, Dallas, Denver, San Francisco and Paris, France

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Officers and Directors

President, CHARLES S. BIRD — **Vice-President, PHILIP R. ALLEN**

Sec. and Treas., HERBERT H. MILLER

General Sales Mgr., PHILIP R. ALLEN
Asst. to Vice-Pres., RICHARD C. FLOYD

Roofing Sales Division
Manager, PHILIP H. BAILEY
Eastern Manager, WILLIAM E. HALE
Southern Manager, AUSTIN D. KILHAM

Box Sales Division
Manager, CHESTER H. ANDREWS

Special Paper Sales Division
Manager, ELMER H. BARTLETT

Western Roofing Division
Manager, FREDERICK H. HIRD
Assistant, WILLIAM W. WILSON
Superintendent Chicago Plant, BENJAMIN H. ROBERTS
Southern Sales Manager, ROBERT D. PETERSON

Assistant to President, DONALD A. CHASE

General Manufacturing Mgr., GEORGE R. WYMAN
Asst. Manufacturing Mgr., SPENCER B. MONTGOMERY
Purchasing and Traffic, ALLEN H. RUSSELL
Assistant, MICHAEL J. HAWKINS
Plant Engineer, CHARLES W. CONRAD
Chief Chemist, EUGENE L. CONNOLLY
Supt. of Planning, PHILLIP N. HILLS
Supt. E. Walpole Plants, STEPHEN W. SMITH
Asst. Supt. Box Factories, JAMES B. MAGUIRE
Supt. Phillipsdale Plants, THOMAS G. HENDERSON
Supt. Norwood Plants, EDWIN M. LINES
Asst. Supt. Floor Covering Plant, RALPH M. WIGHT
Asst. Supt. Norwood Roofing Plant, ELI L. CHAMBERLAIN

Labor Bureau Manager, BENJAMIN D ROGERS
Asst. Treasurer and Credits, DIMON E. MERRILL
Auditor, AXEL H. ANDERSON

BIRD AND SON SALES CORPORATION
(Floor Covering Sales)
Officers and Directors

President, PHILIP R. ALLEN — Vice-Pres. and Sales Mgr., H. EUGENE SAWYER, JR.
Sec. and Treas., HERBERT H. MILLER

Eastern Manager, WILLIAM B. ROGERS, JR.
Western Manager, RALPH W. WESTCOTT
Pacific Coast Manager, L. K. SMITH

Makers of Quality Products Since 1795

The NEPONSET REVIEW

Boxes and Special Papers Quarterly

Boxes and Reminiscences

Two Sales Managers Write Interestingly On Their Divisions

By C. H. Andrews

BECAUSE such a very small part of the Box Division products is sold through dealers to the so-called consuming public, we do not have occasion to tell our story in general advertising as often as the other Divisions, and sometimes feel we are not as well known as we might otherwise be.

About 40 years ago F. W. Bird & Son first offered a folding box to the manufacturers of tacks and screws as a substitute for the black wrapping paper then in use. From this beginning the line of boxes has grown to include Shoe Cartons, Solid Fibre and Corrugated Shipping Cases. Bird Tack and Screw boxes are used by manufacturers all through the East and Middle West—among our customers are some of the largest plants in the country.

The Bird Shoe Carton has a distribution as far west as California and Idaho, but is naturally used in larger quantities throughout the East, Middle West and South. These cartons are cut, creased and finished in bundles as flat blanks. As such they take up a minimum of space and can be shipped at a low freight rate. We install machinery in the customer's factory on which the blanks are made into finished cartons ready for the shoes at a saving in cost and storage space to the user.

Our largest tonnage of business is the Solid Fibre and Corrugated Shipping Case. The Solid Fibre business was started in 1908, which puts us in the list of pioneers in this industry. The Corrugated plant has been in operation less than a year, but has been operating practically at capacity since its start.

The Container or Shipping Case part of the business is most interesting because of the wide variety of industries with which it brings us into contact.

We hear much today about the great need for conservation of our natural resources and it is along this line that the boxboard industry makes

(Turn to Page 7)

By E. H. Bartlett

PARDON me if I reminisce in my allotted space regarding a few of the specialties as made by this institution and let the younger members do the write-ups for the later products.

This mill has always manufactured some paper or allied product that was different in many ways in its make-up or for certain work and purposes than that manufactured by other mills.

One of the earliest and oldest products of this kind was the NO. 1 TARRED HARDWARE PAPER, the base of which was made from old ropes gathered from sail lofts, discarded rope rigging from vessels and the tarred "shaking" waste from the Cordage Companies—especially pulped and treated to retain the tarry odor which made it objectionable to moths and mice—free from sulphur or acids that would cause rust—and so our sales were very large at times to all of the leading cutlery or fine metal goods manufacturers in this country. They wrapped their finished materials to prevent rusting, and the woolen manufacturers wrapped their blankets and bolts of cloth to protect them from moths and the dreaded Buffalo Bug.

We sold largely to the Government at Washington and I dare say old Congressional records will be found in the archives of Uncle Sam still wrapped in good old Tarred Hardware Paper that was made at East Walpole before the Civil War days. When steamers took the place of the old square rigger, Grand Bank fishermen and the coasting vessels and Cordage Companies had to change their business to meet new ideas and new demands for rope, thus this raw stock was eliminated which we formerly used. New wrapping paper, chemically treated, came into being and so the finale of the old product was consummated some 15 years ago.

A close relative to the Tarred Hardware Wrapping Paper was Rocket Paper, which we are still making today, but using a formula somewhat

(Turn to Page 6)

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

PAPER MILL AND BOX DIVISIONS

PERSONNEL

SALES

Paper

ELMER H. BARTLETT, Sales Manager
WILLIAM E. HICKS, Special Paper Sales

Boxes

CHESTER H. ANDREWS, Sales Manager
JOHN P. DOLAN, Assistant to Sales Manager

BOX SALESMEN

ARTHUR F. SOUTHER — HERBERT B. FULLER — BENJAMIN F. COPELAND — WILLIAM J. LENNIGAN
JAMES F. STANTON — JAMES P. LEAVITT — HAROLD M. DOHERTY — ARTHUR J. BUSHELL

MANUFACTURING

GEORGE R. WYMAN, General Mfg. Manager
STEPHEN W. SMITH, Superintendent Main Mill
CARL SCHAIER, Paper Machines

SPENCER B. MONTGOMERY, Asst. Mfg. Mgr.
RALPH A. WILKINS, Assistant to Superintendent
JAMES B. MAGUIRE, Asst. Supt. Box Division

Paper Mill Foremen

JOHN J. BURKE, Beaters
ARTHUR A. SMITH, Stock Handling
JOHN E. CURRAN, Stock Transfer
VICTOR BURRELL, Waste Water
WILLIAM F. GEARY, Finishing Mill
MARSHALL LEE, Ass't, Finishing Mill
ROBERT H. MORSE, Shipping
GEORGE TOWLE, Shipping
JAMES E. SMITH, Night Foreman
JOHN H. MAGUIRE, Night Foreman

Box Shop Foremen

RUSSELL L. TUPPER, General Supt. No. 1 Shop
MALCOLM MARS, Assistant Foreman
HARRY L. TOWER, Corrugated and Wall Board
OLIVER J. GOODSPEED, Planning
DAVID HEYLIN, Combiner
SAMUEL W. GLADDING, General Supt. No. 2 Shop
FRANK R. MEYER, Printing
EDWARD SCANLON, Blank Presses
LAWRENCE C. DOANE, Cartridge Machines
CLARA L. BURKE, Cartridge Inspection
FRANK WELCH, Shoe Carton

PHILIP N. HILLS, Planning Supt. — EUGENE L. CONNOLLY, Chief Chemist — HARRY N. MANN, Experimental

ENGINEERING AND MAINTENANCE

CHARLES W. CONRAD, Plant Engineer

J. HOMER BOWERS, Assistant
FRED B. DUNCAN, Master Mechanic
SAMUEL H. KAY, Draughting
FRANK WHITEHEAD, Electrical
THOMAS M. GRANEY, Oiling and Cleaning
JOHN H. SMITH, Yard and Transfer
ANDREW C. URQUHART, Millwright

JOSEPH A. SHEEHAN, Assistant
DENNIS J. CULLINANE, Piping
EDWARD BOULTER, Roofs
PAUL A. GUTTORMSEN, Chief Engineer
JOHN R. BURHOE, Boiler Room
MARSHALL GRANT, Engineer
HERBERT SCHAIER, Stores

Maintaining the Bird Standard at Its Foundation

Press Board and Jacquard Cards Among New Products

ANOTHER of Bird & Son's newer industries is the making of press board, used principally for index cards and jacquard cards, the latter being used in textile mills.

Press board is made by combining several layers of heavy paper, making what is ordinarily called "cardboard," but which is really a superior product.

After the paper, a light green in color, comes from the paper machine, it is sent to DF, or the finishing mill, at the "up-river" end of the plant. Here the rolls of paper are placed on the combiner, one or more rolls at each end. The paper is then fed through to a single roll in the center, having been affixed together with a paste.

This paper is then taken to another machine, containing a series of heavy steel rollers, where the paper is subjected to a pressure of several hundred tons to the square inch. This gives it the required density and an exact thickness throughout.

The steel rolls, being heated with steam, have the same effect on the surface of the sheet as a hot iron on the surface of a starched collar—giving the surface of the board a fine glossy finish.

The board now passes over drying rolls and is cut to exact dimensions by a rotary cutter. After inspection, the complete sheets are put in a hydraulic press for several hours. This pressure eliminates all tendency to curl, and assures that the index card will always stay flat.

The use of index cards needs no explanation. When next you hunt for a letter in a vertical correspondence file, or look through a card file for a book in the library, the green cards with "A," "B," "C," etc. on 'em, are index cards, and very likely Bird & Son's at that.

The making of jacquard cards is very complicated and cannot be explained here, except briefly. They are made from the same press board as the index cards, but as the glossy finish is unnecessary this is eliminated.

A jacquard card is a strip of press-board about 16 inches long, by 3 inches wide. The sizes vary, but this will serve to illustrate. The cards are punched full of holes. Although working on a different principle, these holes do somewhat the same work on a weaving loom that the paper roll does on a player-piano—they control the loom.

The cards are laced together in groups of four, a certain number of cards, with a certain number and grouping of holes, forming the pattern which later appears in the woven cloth.

Among the products which they help to make are fancy shirtings, curtains, bedspreads, ties, scarfs, rugs and carpets.

Corbin Might Also Say "Good Hardware Deserves Good Boxes"

P. & F. Corbin shipping room—Bird & Son cases in use

AMONG the firms using Bird's Shipping Containers is P. & F. Corbin of New Britain, Connecticut, founded in 1849. Their first factory consisted of a foundry for making brass castings and machines for finishing the small articles of brass hardware which then formed its product. From the beginning, the business has had a steady, consistent growth until the present, when its plant contains nearly thirty acres of floor space, with several thousands of operatives and an equipment which is modern in every respect. Many of its machines and manufacturing processes have been developed by Corbin engineers and are found in the Corbin plant alone.

It has always been the policy of the company to occupy fully any field it has entered. It accordingly makes everything required to equip any door or window in any building, and in grades to suit any demands, all in a high quality for each grade supplied. It has adopted as a slogan "Good Buildings Deserve Good Hardware—Corbin," as expressing succinctly the field it endeavors to cover. This slogan is translated into the languages of all the civilized countries of the world, the market for Corbin product being world wide.

The packing of Corbin hardware is carefully studied. The goods are heavy, and of a nature which requires safe containers and protection from the elements in order to reach their destination safely. Certain parts of its product—such as door checks—are packed safely in fibre boxes, and large quantities of these are also used in the general packing of small orders and miscellaneous shipments.

How doth the busy safety man
Improve the safety record;
He gets suggestions here and there
And with your help he does it.

A Word and Picture Tour of No. 1 Box Shop

PERHAPS the easiest way to get a complete picture of the Corrugated and Fibre Case departments is to take a tour through them, with the help of the accompanying photographs.

First of all, we start with the raw stock. Figure 1 shows the shipping and receiving platform at our East Walpole Mills, with bales of raw stock

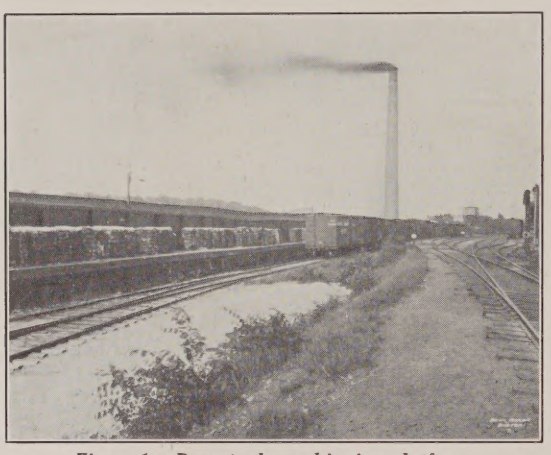


Figure 1. Raw stock on shipping platform

waiting to be trucked to the storage sheds. In both corrugated and fibre case stock that might otherwise be waste is used. Old papers are used for the outside paper, and straw-board for the corrugated filler.

The raw stock is taken from the storage sheds as needed and after going through the process of being re-made into new, strong paper-stock, the new product, now in the form of pulp, is brought

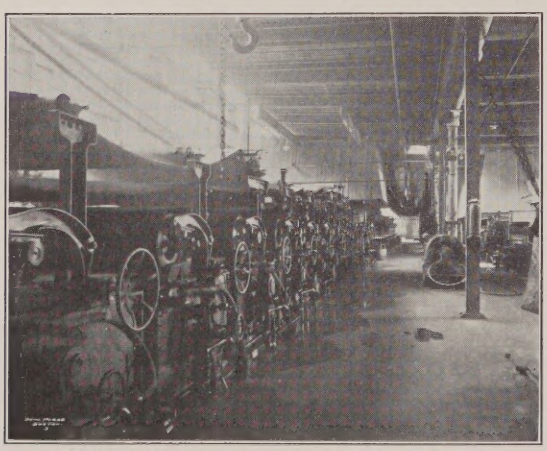


Figure 2. Wet end of No. 5 paper machine

to the "wet" or starting end of the giant paper machine (Figure 2).

At this end of the machine the pulp, mixed with about 95% water, is picked up by a circular "screen" and laid out on a travelling blanket or "felt." While on this felt, the water is pressed out, and the pulp forms itself into a continuous sheet.

This sheet is then taken from the felt and run

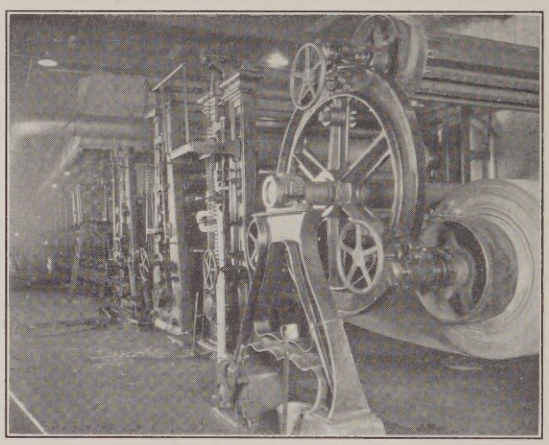


Figure 3. Production end of No. 5 machine

through a long series of heated rolls, where all moisture is removed and a hard and lasting finish applied to the paper. Finally, the paper comes off at the other end (Figure 3) and is wound on a reel in rolls weighing close to 5 tons.

The rolls are taken to storage sheds to await

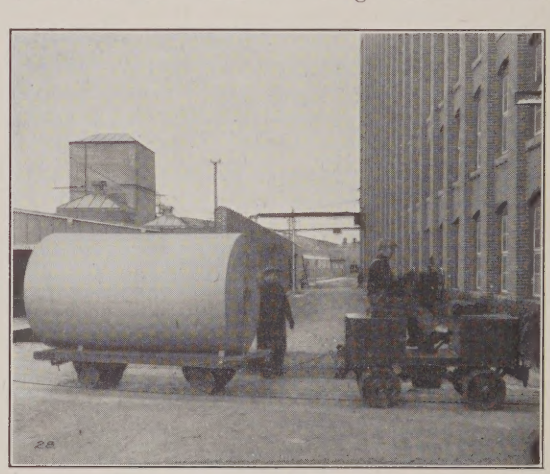


Figure 4. Truck with 5 ton roll of paper entering box shop

the need for them. When they are needed, a jitney truck (Figure 4) with flat-car attached comes along and takes the roll to either the fibre or corrugated combining machine.

Figure 5 shows a section of the fibre case combiner. At the right of the picture you will see several rolls of paper, which are brought together at the machine shown in the center. Here they

are pasted together with silicate, and thoroughly pressed through a series of steel rolls. The corrugated combiner works on the same principle,

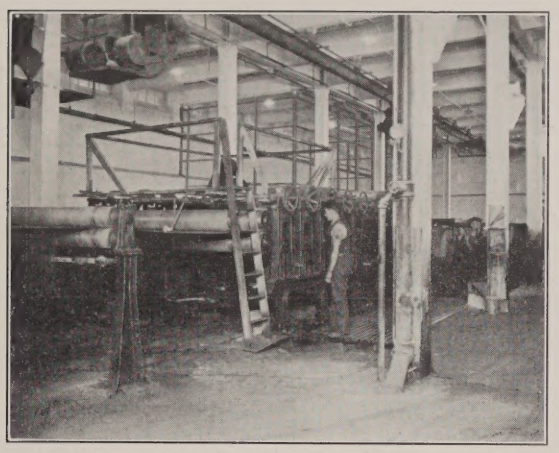


Figure 5. Section of fibre case combiner

save that the center layer in the corrugated board is made from straw-paper. This paper, which is at first soft and flexible, is heated with

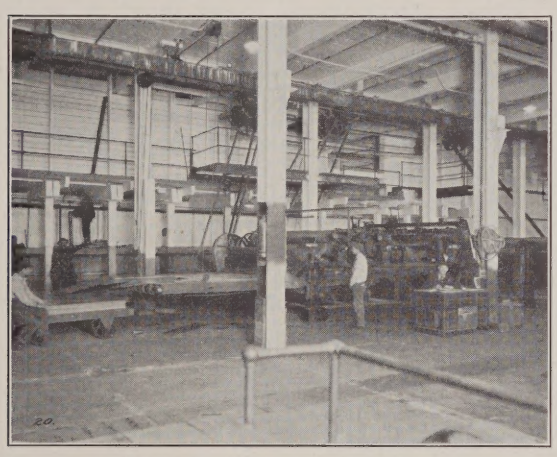


Figure 6. Slitter end of combiner

steam and passed over a rough steel roll which presses into the paper and gives it the "wavy" surface known as "corrugated."

Figure 7. Part of a finishing room in New Box Shop

When the fibre or corrugated board is thoroughly combined, it is cut into the desired lengths, Figure 6, and piled on trucks. Its later disposition depends on the use to which it is to be put.

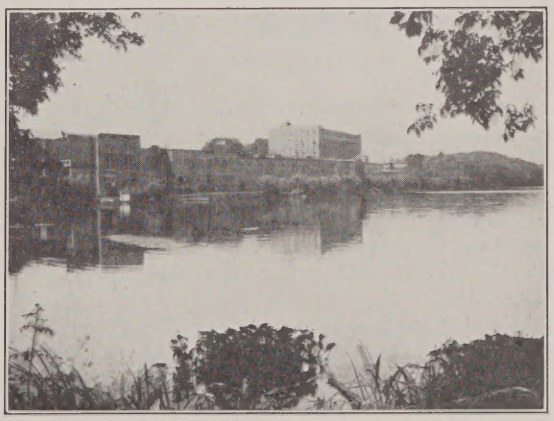
On the floors above the combiner are located machines which slit and crease the board, print them with any desired lettering or trade mark, and stitch them with wire staples or with tape.

The cases are made in all sizes from those holding a dozen small cakes of soap to big fellows built to house a gross or so of rubber boots.

Figure 8. A few thousand cases awaiting shipment

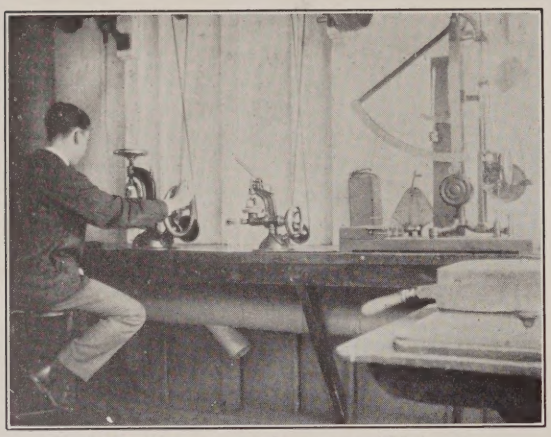
Figure 7 shows a scene in one of the fibre case departments. The machine with the long neck is a "stapler," and is used to fasten the ends of a case together with wire staples, much as does the tailor stitch two ends of a cloth.

Finally, the cases, completed, but folded flat, are again loaded on trucks and taken to the store sheds to await shipment. (Figure 8.)



Part of the main mill from across the river. At left, the engine room, building housing No. 4 and No. 5 paper machines, and New Box Shop in background

Paper Laboratory Duplicates Mill Conditions



In the testing room of the paper mill laboratory

Another room in the "lab," showing model beater

IN common with the other divisions, Boxes and Special Papers maintains an extensive laboratory. No expense nor pains are spared here to assist in maintaining the Bird Standard or in developing new and better methods.

In one room are located miniature models of several machines used in paper making. One of the pictures shows a model beater. It is possible in a few moments to duplicate the conditions in this machine that are present in its larger brother out in the mill. Thus, if a certain lot of stock in one of the large beaters does not act as it should, a sample can be taken, brought to this model, and tests made under identical conditions to determine the difficulty.

In another room are located the instruments for testing the finished product. The other photo accompanying this article shows one of the laboratory men applying the Mullen test to a sheet of our fibreboard. This test determines ability to withstand pressure.

Below the table at which the man is sitting you will notice a large pipe. This is a part of the humidifying system, used when cartridge paper is to be tested.

The government requires that cartridge paper withstand certain tests, which must be applied in an atmosphere containing a certain percentage of moisture. In order to obtain this a system has been installed whereby air is drawn in from the outside, sprayed with a very fine mist, heated to the desired temperature, blown into the room, and withdrawn again.

Elsewhere in the laboratory are located machines which Bird & Son men have developed, and which some day may be placed on the market or turned over to manufacturers who use our products. Thousands of dollars are invested here, with the single idea of adherence to standards, and beyond that everlasting improvement.

(Continued from Page 1)

changed and still selling to the same old pyrotechnic manufacturers who use this paper in the manufacture of their best sky-rockets and Roman candles.

Up to the early 80's the standard building paper was Rosin Sized Sheathing and the waterproof Paper at that time was a Tarred paper. We first raised the standard of Rosin Sized Sheathing by making the best sized and finished sheathing on the market and which resembled somewhat the present Deadening Felt. This sold for $3\frac{1}{2}$ to $3\frac{1}{4}$c per pound for a long time.

We also made what was then known as a No. 1 and No. 2 Dry Rope Paper, very strong, well made, highly sized, actually would shed water for some time when exposed to the elements. We used it on some of our own roofs and then began to sell to the trade.

In 1884 and 1885 our experiments started in waterproofing dry papers, first with the Sheathing paper, naming it NEPONSET Black Waterproof Building Paper, taking the name from the Neponset River, on the banks of which our mills are located. We believe this was the first waterproofed building or sheathing paper made where the saturant used in waterproofing had no tar in its make-up. From the first we didn't believe in tar- too volatile, too easily affected by climatic changes, and thus, to this day, we have never used tar in any form for waterproofing our materials. For 20 years or so, NEPONSET Black was a thoroughly saturated sheathing paper, with more or less dull finish; then we started not only to saturate but asphalt coat both sides, making it the most waterproof and impervious to moisture of any similar paper made, and we still pride ourselves at keeping near the head of the list in this respect.

Tack and Screw Box Machines Produce Millions Every Year

ACROSS the way from the editor's office a machine is turning out small paper boxes, in a steady stream. Almost every time you pass that machine the boxes flow out, are taken up in bundles, packed in boxes, and shipped away.

Other machines turn out more boxes, large ones and small ones, but this everlasting flow of tack and screw boxes intrigues the attention. How many do we turn out, and where do they go?

Here are a few figures to answer the first question: the estimated 1925 production of shoe-cartons is something like 19,500,000 cartons. The corrugated and fibre-case department estimates 15,600,000 cases for this year. But counting box and cover as separate units there will be 75,000,000 pieces turned out by the Bird Box and American Screw machines before 1926 is upon us.

Add these figures together and they will give you the staggering total of 110,000,000 units—almost enough to give every person in the United States a sample of Bird & Son's box-shop production. This figure is somewhat reduced in figuring whole boxes, but even then you are still in the millions, with the picture of 72,850,000 boxes of assorted sizes piled mountain-high in East Walpole Square.

Where do they all go? Quite a few millions go to the American Screw Company in Providence, Rhode Island. George W. Thurston, Vice-President of this organization, has some interesting things to say about them:

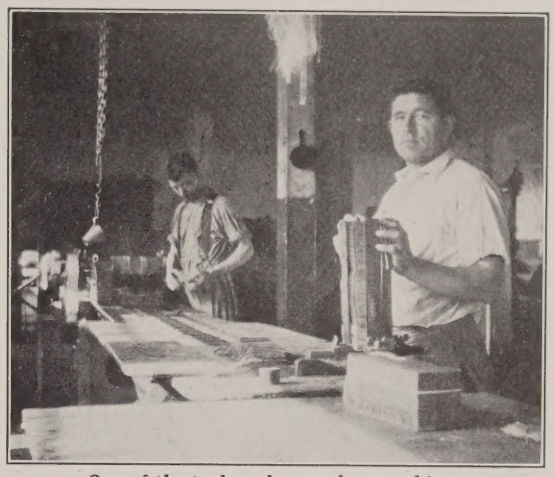
"By far the greater number of the millions of boxes you send us annually are used for packing wood screws and machine screws. These are put up a gross in a box. A box containing 144 screws of the size that is being packed is used as a weight on one side of a balance scales, and a box on the other side in filled until it balances. The result is not an approximate count—it is generally exact for the larger sizes of screws."

(Stop here a moment and figure out how many screws, 144 to the box, are shipped in, say, 15, million Bird & Son boxes from the American Screw Co. each year. The answer is over 2 billion.)

"Where do these packages go? Into every state and territory in our own country, and in greater or less quantity into nearly every export market of the world."

We hear a lot of complaints about lack of courtesy on the highways. Still, it is something to be thankful for that nobody has yet seen a sign like this on the windshield or rear of a car:

"Half the Road is yours; try to get it."



One of the tack and screw box machines

(Continued from Page 1)

a special appeal to the interest. If it were possible (which is a grave question) to meet the requirements of modern industry for shipping containers with wooden cases, the cutting of the necessary lumber for this purpose would add enormously to the now all too great drain on our available timber supply.

Some of the chief raw materials entering into the making of boxboard are waste paper for chip board and the Solid Fibre Case, and straw for the inner part of the Corrugated sheet. This utilization of waste makes possible a very large saving to all industry.

To this saving in first cost of shipping containers must be added saving in weight with a consequent saving in freight and a reduction in handling costs and storage space.

In the handling each week of 25 carloads of Solid Fibre cases, 10 carloads of Corrugated cases, nearly 4 carloads of Shoe Cartons and 1,500,000 to 2,000,000 Tack and Screw boxes, we feel BIRD & SON, inc. is playing a very vital part in the industry of New England and the East.

A Little Known Use

WHEN next you change an electric light bulb, take a moment and look inside the socket. Between the porcelain or brass outside shell, and the threaded copper socket, you will notice a little circle of black paper. While it isn't certain, it is a pretty good guess to say that this is some of Bird & Son's socket paper.

Dangerous Mixtures

Oxygen and oil
Potassium chlorate and sulphuric acid
Gasoline and a lighted match
A pile of shavings and a live cigaret butt
White mule and almost anything.

Fast Flying Hands and Quick Eyes Needed Here

Assembling flower pots is a puzzle expert's job

AS you wander around the Bird & Son plant at East Walpole, you will no doubt remark on the abundance of machinery which does the work of human hands much more efficiently and quickly than those hands themselves could do it.

But over in one end of the No. 2 Box Shop a surprise awaits you. At a long table sit several girls assembling flower pots. Our Neponset Flower Pots are cut from a long roll of heavy red paper by a die-stamping machine. The separate pieces are then run through a waxing machine to make them waterproof. When they come from this machine, and are dried, they are simply flat pieces of paper, semi-circular at one end and possessed of a number of "flaps" at the other.

Now the trick in this job of assembling is to fit those flaps together so that your flower pot will assume the right shape, and stand without hitching. It looks simple, but try it. Everyone who visits this department always does try it, but to date no one of them has been able to solve the puzzle in less than five minutes.

Here, then, is one place where one may stand in wonder as fast-flying hands put Neponset Flower Pots on the market at the rate of about 50 to the minute.

Quick eyes needed on this job

HOW are your eyes? If they're not in A1 condition, don't apply for a job inspecting cartridge paper for Bird & Son. If the deft hands of those who assemble flower pots are wonderful to watch, the sharp eyes of those who inspect our cartridge paper are more than a revelation.

This paper comes to them in large piles of single sheets. With apparent ease they take a bundle of these sheets, and with thumb and forefinger "riffle" them as you would a pack of cards, only faster. But every once in a while they will stop, and with the left hand flip out a sheet and lay it to one side.

One who is initiated may pick up this sheet and examine it to his heart's content, and yet find nothing wrong. Nor would it help you at all if you were told that there were about 60 possible defects which these girls have to catch. Paper that is used in shot-gun shells must be perfect in every way. A single weak spot might cause a fatal accident.

The edges of the sheet must must be straight and true, the sheet must be of uniform thickness throughout, and the weight must be exact.

From Shoes to Frankforts

"SHOES and ships and sealing wax and cabbages and kings." Some, if not all of these things find their way into Neponset solid fibre shipping cases, with a few different ones for the corrugated containers.

Here are some of the products packed in our cases:

Shoes
- Leather
- Rubber
- Felt

Rubber Heels

Canned Goods
- Bread
- Crackers
- Candy
- Cocoa

Electrical Supplies
- Fibre Sockets
- Heating Devices
- Fuses

Furniture
- Leather
- Knit Goods

Cotton Blankets
- Thread
- Corsets
- Jewelry
- Sugar
- Butter
- Oleomargerine
- Lard
- Sausages
- Coffee

Condensed Milk
- Yeast
- Brushes

Silverware
- Wire Coils
- Brass Goods, various
- Brass Rods

Hardware
- Door Checks
- Builders' Hardware
- Tools
- Taps and Dies

Toys

Axe Handles
- Kiddie-Kars
- Clothespins
- Wooden Dishes

Paper
- Napkins
- Toilet
- Tags
- Folding Boxes

Mouse Traps

Glue

Typewriters' Supplies

Frankfurts

Pick Handles

Fresh air is free; get plenty of it this winter.

Who Sells Bird's Boxes?

A. E. SOUTHER is the dean of the Box Division salesmen in length of service with Bird & Son. He started with us in November, 1900, 25 years ago. For a number of years all of his time was taken up with our Shoe Carton business and the installation of new machinery in shoe factories practically all over the country. He now follows some of the larger machine installations, but gives the major part of his time to the selling of solid fibre and corrugated boxes. He is probably our nearest approach to a globe trotter when it comes to his record as a traveler.

H. B. FULLER started with us in 1905—three years before we made the first Solid Fibre Case. His headquarters are at our New York Office, 295 Fifth Avenue, and his work takes him down into the canyons of the Great City and into the wilds of Northern New Jersey. He is said to shoot a mean game of pool on occasion, but is an able representative in looking after the welfare of our very largest accounts.

B. F. COPELAND is the next in point of long term service. He makes his headquarters in Boston and now confines his work almost entirely to Greater Boston and Norfolk County, although in times past he has covered most sections of eastern New England. During the war Mr. Copeland was drafted by the War Labor Board for special work, and rendered exceptional service in the settlement of labor disputes throughout the whole section of the country east of the Mississippi River.

WILLIAM H. LENIGAN came with us in 1922 and soon after took over Worcester County as his territory. Since then he has been able to extend his lines and now covers all of western Massachusetts and a small section of Vermont. Through his close following of all accounts in his territory he is well known to practically every manufacturer in that section of the state, and has a host of friends among our customers. As a buyer of gasoline he is the latest addition to our licensed drivers' list.

JAMES F. STANTON. Shortly following Mr. Lenigan's addition to our list of travelers, Mr. Stanton joined our force and has taken good care of Bird & Son's interests on the North Shore in Middlesex and Essex counties. He makes his home in Lawrence. We understand he has just purchased a new car and we presume has already begun parking this in prominent locations in front of his customers' places of business.

"Now comes J. P. LEAVITT," as they say in Court (we have never heard of his being there). He has made his headquarters in Brockton from the beginning, and he also looks out for the state of Rhode Island. He is a member of the Brockton Rotary Club and also the Commercial Club

The R. G. Sullivan Factory, a User of Bird's Cases

of that city, and is very popular in the Brockton section with all of our customers.

He has a number of large accounts in Rhode Island territory and is gradually taking over some special Sales Promotion work in addition to his regular duties. For hard luck when it comes to automobiles he is our undisputed champion.

HAROLD M. DOHERTY put in a longer term of service in our office than some of the other men and is especially familiar with our inside work. Soon after the first of the year he was graduated to outside work and has put in all of his time in Greater Boston. We expect soon to extend his work for a part of each week into Rhode Island territory. He is next to our youngest man on outside work. Starting in as he has this year, he has naturally put most of his work into the corrugated field, but handles a number of solid fibre accounts with all of which he is very familiar.

ARTHUR J. BUSHELL. Here, indeed, is our baby salesman, although to see and talk with him one would certainly be justified in feeling that this is probably not a correct name. On the scales we venture to say he will tip the beam to a sharper angle than any of our other men, and as a hard worker on the job every minute of the time he is rapidly getting acquainted with all of the customers in his territory, the state of Connecticut. He makes headquarters at the Y. M. C. A. in Hartford, and radiates from there all over the highways of Connecticut.

We have necessarily been brief in this summary of our outside men, for lack of space. We hope, however, from these lines that our customers will recognize the man in each case who is doing his best to look out for their interests and that they feel, when dealing with these men, they are in every sense of the word dealing with Bird & Son, inc.

The
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Floor Covering, H. E. Rouillard
Phillipsdale, T. G. Henderson
Pont Rouge, E. A. Deslisle
Chicago, W. W. Wilson, B. I. Hindmarsh
Health, M. R. Leavitt
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The *Neponset Review* will gladly publish communications, suggestions, photographs, or articles of interest to its readers. Address all correspondence to the Editor, *Neponset Review*, East Walpole, Mass.

A Firm Foundation.

IN this month's issue of the *Review* we go briefly into the box and special papers division of our business. It would be impossible to do the whole subject justice in a single issue.

Paper forms the foundation of Bird & Son. One hundred and thirty years ago a small paper mill was started by George Bird. Succeeding generations have built upon this foundation a business far greater and more extended, but always with some form of paper as a basis of operation.

While its maker undoubtedly referred to other forms than ours, we can nevertheless take some pride in our support of saying that "the consumption of paper is the measure of civilization." Man's ceaseless ingenuity has in recent years made use of this substance in countless ways that were never before dreamed of.

There is romance here, for in all art there is romance and papermaking is nothing if not an art. It requires everlasting watchfulness and care—adherence to standards which are the mortar binding the foundation stones of any industry such as ours.

"Character is not a fixed and definite creation—that is, at any time ever made—but it is always making."
—Lilian Whiting.

And We Did It!

ELSEWHERE in this issue is the account of our No Accident Week. While an eleventh-hour accident always seems to be worse than one that might happen in the middle of such a competition, it really isn't much worse, and should not detract unduly from the perfect record for the rest of the week.

It reminds us of what happened when the Woolworth building was erected. Previous to that time it had been considered by those who did the building that loss of life was to be expected. It was actually estimated in advance that for every story above the street level, at least one life would surely be snuffed out.

Whereupon the men who were to erect the world's highest building gathered in a safety conference and with one accord shouted—"BUNK!" Committees were organized, safety instruction was given—and followed. Work went on for weeks and months. Eventually the work was completed, even to the spire above the platform where visitors stand and gaze dizzily down 57 stories to the street.

Not a life was lost.

They said they could, and they did it. We said we could, and, with that one exception—*we did it!*

Days of Thanks

THREE hundred years and more ago this month a band of weary Pilgrims gathered together in the Lord's name to thank him for their deliverance from death and the bounteousness of their first harvest. The story is an old one, but most of us still find it hard to visualise the scene or to imagine the feelings of that fearless group. We live in a land of plenty.

Yet it was only seven years ago that we too celebrated a day of thanksgiving for deliverance. And what a day it was! Forgotten was all dignity, all repression. Joyously did the bells peal and whistles blow, and wildly, hysterically did the cities, towns and villages pour their multitudes into the streets in one shouting, singing, dancing mob. Release from the horrors of war had come. Today we live almost forgetful of that war with the obligations it brought and apparently unmindful of any threat of future conflict. We live in a land of security.

"Let them therefore praise the Lord, for He is good and his mercy endureth forever."

SHORTENING THE ROAD

Hiker: "How far is it to the next town? Is it three miles?"

Native: "No, not so fur as that, it ain't—not if you walks fast."

Library

"Play is a pastime,
Work is a satisfaction,
Food an essential,
Sleep a remedy,
A friend is a pleasure
and
A book is all five."

OUR books are our friends and councillors, who can be taken up and laid aside at will, and who exact nothing from us, yet are always in reserve.

The inclination of most of us is to read books of the present which are under discussion. Many of them are short-lived and have no real worth, and are soon crowded out of notice by the multitude of new books following.

Books of true value eventually emerge from their seclusion and are read with enjoyment and thought. To encourage the reading of the best books ever written and as an aid in their selection, The American Library Association is bringing out a number of pamphlets covering various subjects. These have their place in the home library, suggesting to the grown-ups what to reread and what to make up that they have neglected, as well as proving an invaluable guide for the younger people. Copies of their booklets will be shown in our library and an arrangement made to supply them at wholesale price to those who care to purchase them.

The annual Children's Book Week will take place as usual in November and will be featured by all libraries. This year a special effort will be made to bring to the attention of parents, and all who are about to buy children's books, the best in new books,—so difficult to decide upon,—rather than the children's classics which have been advocated so strongly in the past.

We shall have in the library attractive advertising leaflets for distribution, and a display of a few of the books mentioned for examination by possible purchasers.

Some of the recent additions to our library:

Evolution for John Doe, Ward. An introduction to the Study of Biology written in a manner to inspire the reader to follow the deeper treatises suggested.

Financial Handbook, Montgomery. A valuable reference book on the finance of business.

Principles of Merchandising, Copeland. The conclusions reached on some of the major questions of merchandising as a result of twelve years' research.

Living with Our Children, Pierson. The author, from her wide experience, is well fitted to solve the difficulties of those who have the care of children and has produced a very helpful guide.

Pimpernell and Rosemary	Orczy
Son of His Father	Wright
Paradise Farm	Tynan
Jim Maitland	McNeil
Dominion	Presland
Temperamental People	Rinehart
Tale of Triona	Locke
Beau Geste	Wren
Beyond the Summit	Smith
The Devonshers	Morrow

ARMISTICE DAY. Peace.

On the Western Front the shell holes are filled, the barbed wire is rolled in bales and flung out of the way on the plow, or left to rust into the ground, no longer rocked by gun-fire.

Peace—but not for the Red Cross.

In the hospitals all over the country thousands of service men still need its ministrations, helping them to solve their personal problems, comforting them in the long stay in hospitals, or keeping in touch with their families.

Five states of the mid-West thus experienced the worst disaster in American history, necessitating the greatest post-disaster rehabilitation ever known, which is just being concluded—by the American Red Cross.

Thousands of people needlessly die every year in water accidents, in the past few years amounting to a casualty list surpassing that of war. This year the Red Cross trained 21,000 men, women and youths, in water rescue and resuscitation. It trained this year alone 18,000 persons in first aid to the injured.

Would you care for those whom disaster has made homeless? Would you show gratitude to the wounded veteran who courted death that war might give way to peace? Would you save life and prolong health? Would you teach children to love and to serve? If so join The American National Red Cross during the Annual Roll Call—Armistice Day to Thanksgiving, November 11 to 26, 1925.

Notes From Plants and Offices

Paper Mills

East Walpole

Frank Farrar was married October 17.

Messrs. Donovan and Seastrand have gone into the wood business, on the side, and are awaiting orders.

We extend our sympathy to Francis Dockray, who was called home from his wedding tour by the death of his sister on October 20.

Pat Kearney severed his connections with us early in the month to take a responsible position in Boston. While we are sorry to see Pat go, we wish him all success in his new field.

James Mulkerns has been promoted from the ranks of "Sergeant" in Pat Kearney's place, and Peter Folan (friend of the feathered folk) has been added to the firing squad to fill "little Jimmy's place." Peter was formerly chief oiler in Ed Fitzgerald's staff. Ed is traffic manager of the broke trucks from the new box shop. James O'Donnell, Ed's ignition expert, filled in the gap until the arrival of Coleman Connelly, whom we welcome.

Many of the boys attended the Brockton Fair. Gray was seen there on four different evenings. (Ed. note: someone told us to be sure and put this in, evidently seeing something funny in fact that a person should attend the fair four times. There are many reasons why a man might go four times, or more than four if he wanted. But, say, Gray, just what was the attraction anyway?)

Jim Houlihan also went over to the fair to look over the ponies.

Freddy Gifford has purchased a new "tire (or tired?) steed", Detroit model. Well, its a 1922, but it's new to Freddy. Freddy tried it out and made several trips all the way to Canton. But why always to Canton?

We were shocked to hear of the death of Alfred Mattson, who had worked here faithfully for 20 years.

Frank Massey has returned from a tour of Montreal, Niagara Falls, New York state and way stations.

Box Shops

We offer sincere good wishes to Eleanor J. Brimner of AM and Russell L. Tupper on their recent engagement.

While other departments have been reporting record runs every so often, FXG has not been far behind. Recently the following operators on one of the Langston slotters turned in a record score: George Holland, Maurice Coughlin, Simon Solusia and Bernard Hale.

We extend our sympathy to Mr. and Mrs. H. W. Lauble upon the loss of their little girl.

Mary O'Malley, FXK, is flashing a ring on the right finger of the left hand.

You remember Sam Hunter's Chevrolet? Well, whether you do or not, he has one. Seems he bought it, as most of us do, after it had been broken in by some one else. Upon purchase Sam examined it carefully, and it seemed to be all there, including engine and gas tank. Lately Sam had occasion to "wind" it, but could not find the crank. He thereupon journeyed to his place of purchase and so stated. Whereupon he was told that if the crank didn't come with the car, there was no crank now. All of which caused the expenditure of two bits for a crank to go with a car worth a lot more. Moral: If your car is stem-wind and stem-set, be sure the winder comes with it.

William Costello, FXG, is one of the greatest golf players who ever came out of Ireland. We have it on very questionable authority that he is about to challenge Walter Hagen to a 72-hole match.

Mr. Goodspeed has at last decided to join the radio fans! He still claims he has never heard one that he cares anything about, but, considering the snowstorms out in the country, and the consequent long, dreary winter evenings, he thinks there may be something in the radio after all. Our bet is that he will be telling us all how he sat up until 2 p. m. to get Cuba or South Africa or Charlestown or somewhere. The longer they wait, the harder they fall.

Malcolm Mars has been getting killed three times a week lately. He is rehearsing for the "13th Chair."

Maintenance

Thomas G. Wright has joined the engineering division.

William Sullivan, EMT, is back on the job, following his recent illness.

Gus Hagman of EMM is on an extended trip to California via the Panama Canal.

Wilbur Fay is on a 3-weeks hunting trip in the wilds of Maine.

Arthur Eppich is also on a hunting and fishing trip in New Hampshire.

The prize story this month concerns the late lamented garage of Herman Bowers. With loving care and apparently graceful skill, Homer did build for his car a shelter from the ravages of the elements. It rose in pristine and untried beauty, for it was hardly completed when a sad fate befell it.

Three Bird & Son youngsters. Left to right, Jeanette E. Traudt, G. Lorimer Murray, Teresa Maida

One night it blew. Later it blew some more. It kept on blowing. Bravely did the little garage strive against the gale. Mr. Bowers was out, and could not offer support, moral or otherwise. And with a crashing of many timbers the building fell.

We are now requested to insert the following want ad: "FOR SALE—One portable garage, knock(ed) down model. Buyer bring basket. Homer Bowers, Walcott avenue."

But closely rivalling this story is Sam Kay's yarn about hitting a snowstorm in New Hampshire early in the month. Six inches of snow fell, they untangled the makings of a traffic jam in Crawford Notch, and had all kinds of excitement. So did several others. The photo shown elsewhere is abundant evidence.

Timmons of EF is moving his family to East Walpole. His friends say that the reason for this is that his Buick is about ready to cash in and that around East Walpole you can usually coast to the mill. We extend our welcome to "Happy" and his family, including the Buick.

C. O. Littlefield's car. Snowed under in October!

Phillipsdale

On Tuesday evening, October 20, 1925, our superintendent, Thomas G. Henderson, was married to Miss Amy Jane Sanders of Dorchester, Mass. The ceremony was performed in the Hawes Unitarian Church, South Boston, Mass. The church was well filled, over 300 being present to witness the ceremony. Many of Mr. Henderson's friends from Walpole, Providence and Phillipsdale were present and all agreed that the ceremony was a very pretty one. After the reception which followed the wedding, Mr. and Mrs. Henderson mysteriously disappeared and are now understood to be on a five weeks' tour to San Francisco, going by way of the Panama Canal and returning by rail. We all extend to Mr. and Mrs. Henderson our sincere wishes for a long and delightful future.

We have been reading and hearing prophesies of so-called long-distance weather prophets to the effect that we are about to have the most severe winter on record. We always were skeptical of such prophesies and were of these until we have lately observed Mr. Inman working around the plant and not only a coat on but also a sweater! After seeing this we have put in an order for another four tons of coal and are preparing for the worst.

Clifford Banks has returned from a three months' stay with his folks in England and is at it again. On the way back his boat struck some pretty rough weather, coming in over two days late. As a result, Clifford knows what it is to see sea-sickness.

A son has lately put in an appearance in the home of Thomas T. Christie, one of our inspectors. He is to be known as Thomas T. Christie, Jr. We do not know if he is one of those bouncing baby boys or not, but both Junior and Mrs. Christie are doing well.

Miss Maguire has been around lately in a new Maxwell sedan. She has gone into intensive training and hopes to be able to drive it in Providence in a month or so. It seems to go a little differently than the old Ford.

Roofing Mills

Norwood

Charlie Seavy has bought a house on School street, Walpole.

Bob Garner has left FB to go to FF as a sales student.

We extend a welcome to Richard Leary, now in charge of No. 8 machine.

Left to right: L. Stephenson, C. Powlesland, F. Jarret, B. McComb and K.Barker, on the new tennis court at Hamilton

Jock Graham went to Gloucester recently to look over a British war boat visiting that port, having lunch with several of the Scots in the crew.

Fred Fuller came back for a visit during the month. Hope to see you back for good pretty soon, Fred.

Alden Boothby is building a house in Walpole.

Warren Manson has an addition to his family, having adopted a homeless kitten.

Bill Ivatts took a tour of New York state recently.

Passers-by on Vinegar Hill one night recently thought that they were opening up a second Paragon Park or something, as there seemed to be a grand illumination coming from somewhere. Investigation proved that it was Willie Churchill's house. He has had electric lights put in, and was trying 'em all out at once.

Steve Trandt, salesman, is getting to be a regular guide at FB. He knows where the dusters are and everything.

Harry Dresser wishes to apologize to Boothby, Churchill et al, and say that he has found that overcoat that was in the cellar all summer and that now he hasn't got to buy a new one after all.

L. Stephenson in action with her partner, K. Barker, against their opponents, F. Jarret and C. Powlesland, on the Hamilton court

Hamilton

Three suggestions were accepted at Pont Rouge during September.

Rosite Bedard: Board with hinges back and front of No. 5 Beater.

Chas. Jobin: (a) Changing of piping for the hose connection to steam cylinder.

(b) Change of stretch roll used on wallboard top felt on the third press felt of the machines.

Everyone has reported delightful holidays this year and some of the late vacationers are just getting back. Here is where a few of them spent the precious two weeks.

The second foursome—Freeman, McEachren, W. K. Smith, W. M. Smith

Miss Ingledew was one of the first to go and enjoyed the boat trip to Montreal.

Miss Barker also took the boat trip, going up the Saguenay River as well.

Harold Balch spent a real honeymoon motoring to New York.

Miss Jarrett likes Buffalo and thinks Hamilton is slow now.

Miss Simpson says Detroit and Dayton are great.

Al Turner has just returned from Rochester, the city where he strutted his stuff.

Bert Page preferred to make them last and thinks a day at a time is the ideal way to vacation.

H. E. Davenport spent most of his time on his beach farm.

Miss Stephenson spent two days here and three days there, and the other two or three days going around.

Harry Coutts has left us in doubt. We are not just sure where Harry went, but it is rumored that the Zoo in Dundurn Park attracted him.

Miss Powlesland is last but not least in taking holidays. Wait until next month and we will tell you where she went.

W. R. McNeil hasn't had his vacation yet, but tells us he is planning on one.

Mrs. J. Muir, formerly Miss Betty Hawkins, from Florida, one of the "old girls" who left us in 1920, gave us a pleasant surprise when she called while visiting her home town. Incidentally "Betty" was the Canadian correspondent for the *Neponset Review* for some time.

Kathleen Barker for a couple of months has been the one girl in the Hamilton Office to boast of long tresses, but on Saturday "Barkey" succumbed and joined the ranks of the bobbed hair.

Windi-citi-grams

Charlie McEachren sunk a 9-foot putt for a birdie "2" at Dixmoor last Saturday. As Charlie doesn't brag, we'll say for him that it was one nice putt.

A visit to the Illinois Products Exposition proved "lucky" for Miss Kelly who drew the lucky number for a "banjo-ukelele"—while "Joe" Hooks our office handy-man drew a nice basket of choice apples.

L. L. Williams was a visitor this week with Mr. Roy Hall of Sturtevant and Blood of Owosso, Mich. C. C. James dropped in too for a brief stay.

Harry Clark, our Iowa Salesman, writes in that "Cattle breeders tell me that their sales of high bred stock this year has passed any year for a long period back and to them this indicated a good "Fall business."

Mr. Binford from Crawfordsville, Ind., was a visitor this week. His company's sales on Bird Products have risen steadily since the beginning. Mr. Tetley of the Tetley, Klein Lumber Co., Farmington, Mo., paid us a visit this week. Here is another dealer who had been "splitting" his business and who is now to be a 100% Bird Dealer.

We are glad to see W. F. W. Stafford back on the job again. He sprained his ankle while on his vacation, but is now able to get around.

George McNay is now a resident of Chicago—that trip to Valparaiso was too long.

Juanita Amerman has joined our Accounting Department force.

Louie Droege is back from his vacation spent at Cairo, Illinois. Louie has decided that the deep waterway from Chicago to the Gulf should be gone ahead with.

Ben Cozzi, coating section tender on No. 2 Machine, was badly bruised and shaken up when he was caught between the surfacing drums this week. Using this accident as an example, it shows the danger of working in or around moving parts "Use your common sense, men—don't go in where angels fear to tread."

The following from Perry Anderson should surely interest our Eastern Salesmen. "I drove 85 miles via trails today, opened and closed 17 gates and landed an order for 100 squares of Built-Up. The trip was through valleys and over hills and I only passed two cowboys and a wagon load of Indians. You can't appreciate how desolate the country out here is until you have seen it."

Anderson refers to the northwestern section of Nebraska. He writes from the town of Crawford in Dawes County.

Altman and Specht, the Accounting Department Twins, are still singing their favorite song, entitled "We've Lost The Range" after losing steadily at Horse Shoes.

Stephens was in this week with Mr. "Chris Larsen" of Stoughton, Wis. Mr. Larsen told us that the tobacco crop in Wisconsin was just wonderful this year, which means money to the growers.

The machines had had a number of "non-stop" runs since the last issue of the Review as well as a few record breakers. This year is proving out a bit unusual in that it appears now we shall run both machines a week or more longer than we ordinarily do each year. Yes, business looks good.

Phillips Dennett and Ralph Clarke of the Bird Machine Company, together with Donald Chase visited Chicago this week-end. Gee, but the Easterners must either detest or are afraid of this wonderful city of ours. The first thing Don did on his arrival was to call us up and arrange for transportation out of the city.

Floor Covering Plant

Norwood

Sutherland has added an Old Farmer's Almanac to his necessary tools and equipment in FFM. This was deemed necessary after Al Jenkins had put in a work order, stating for the date wanted, "before snow."

Since Ed Lines came back to work with a new hat, old clothes must be relegated to the Morgan Memorial. First on the list to go was Wight's ancient but honorable army raincoat. Lines saw it and, thinking that it was half of an old pup-tent that someone had left kicking around, junked it.

We extend the merry hand of welcome to Catherine Costello, who returns after several months' illness.

Clarence Hagman is on a vacation and honeymoon combined. Let the joy bells ring.

Latham, who figures production, is also a general utility man. You should see him with all the tools that he could garner repairing his Sunderstrand adding machine. We won't pretend to write some of the expletives he used betimes.

Frank Erasmi has left to spend the winter with his father in Rome.

We have telephone calls—business, serious and funny. A recent one, both serious and funny, was for Frank Reynolds. He was called home at noon time to release a child who had locked himself in a room at home and lost the key.

M. Marinelli is on a trip to Italy for the winter.

Leon Wilson, foreman of FFD, and Miss Nellie Thompson were recently married and are on a short honemoon.

Frank Maguire ordered a pair of overalls for himself. They finally arrived, much to the general amusement, addressed to "Miss" Maguire, built with a belt, cuffs, straps around the bottom and a big barn door behind.

Chicago Floor Covering

Saturday, September 19, Messrs. Kent, Hindmarsh, O'Connell, W. K. Smith, W. N. Smith and Westcott made a pilgrimage to the far South Side and engaged in a sociable game of golf with Messrs. Freeman, Janson, Kennelly, McEachren and Wilson, of the 76th Street Roofing Mill.

Three members of the fairer sex, Miss Clancy, Miss Moe and Miss Rooney, accompanied the floor covering warriors together with F. P. Smith and his rattling good Ford to the Evergreen Golf Course where the tournament was held.

The combatants were formed into three foursomes. The first rank consisted of Messrs. Westcott and O'Connell, carrying the Floor Covering banners, and Messrs. Janson and Wilson, who valiantly endeavored to hold up the honors of 1472 West 76th Street. Mr. Westcott led with a low net score of 91, Mr. O'Connell second with 93, Mr. Janson third with 97 and Mr. Wilson fourth with 100. This gave Floor Covering an advantage of 13 strokes.

In the next foursome, consisting of Messrs. Freeman, McEachren, W. K. Smith and W. N. Smith, a different situation prevailed. Twin Shingles and Wall Board triumphed over Rugs and Rug Border. Mr. Freeman had a low net score of 92, Mr. McEachren 93, Mr. W. K. Smith 95 and Mr. W. N. Smith 101. We hate to admit it but Roofing copped the honors in this foursome.

The third foursome, which was really not a foursome but a threesome, was composed of Messrs. Kennelly, Kent and Hindmarsh.

The net scores were in the order named as follows: 107, 112 and 109. Taking the two best scores and disregarding the third one because of no competitor from the Roofing Division, the honors went to 76th Street by a small but serious margin of two points.

While teeing off on the ninth hole, Kent stopped playing golf to hunt. He took four or five shots at the ducks swimming peacefully around in the placid waters of the water hazard. He came close several times but failed to make a killing. Finally his shot went wild and went over the pond so he continued with his golf game. To go both duck hunting and playing golf in one afternoon is quite an accomplishment.

Adding together the total net scores of those who hang out at Canal Street and those who hang out at 76th Street, we find that the grand total in each case was 489.

Enough said about golf but we certainly are going to play off this tie at the first opportunity that presents itself.

G. E. Jordan has found it necessary because of illness to give up his territory in Texas. He has our best wishes for a speedy and thorough recovery.

R. W. Keeler has been added to our sales force and will center his activities in Oklahoma.

W. N. Smith, inside salesman, was ill for several days recently, but is now fully recovered.

Mrs. Walter Uden, formerly Miss Bonnie Crepps of our Billing Department, was in to see us the other day and is certainly looking fine. Walter was certainly a lucky boy when he chose Bonnie to get his breakfasts for him. Miss Clancy and Mrs. Sweeney pass on the information that she is already an A1 cook.

The first Chicago foursome—Wilson, Westcott, O'Connell, Jansen

Main Offices

Margaret Costello has transferred from FF to VN.

We were sorry to hear that Alice Fales of the Boston office is ill. Mary Conton is substituting.

Ricketson, wielder of dots and dashes, will be among those present along the Florida beaches this winter. He also plans a three or four days' stay in Nova Scotia before he goes South.

But while everyone else has been planning and scheming and wondering how they might get to those much desired shores, along comes Lady Luck and asks Carl Borgh of CF if he wouldn't like to go to Florida as a salesman. Next morning at the Bird Club "Andy" was singing hymns during his shave.

C. T. Blair of CE is ill. We wish for his speedy recovery.

Hale has a new car—"another Nash."

Dick Murphy is now in the New York office.

Dave Fiske has joined the credit department.

Arthur Wilson is back from a vacation in Virginia, and reports that roads below Washington are poor.

We extend our sincere sympathy to Helen Walsh, whose father died the last of the month.

Winnie Rhind has been selling chances on a Brockton baby doll at 10 cents per throw, but the boys seem to prefer local talent. Fred Spang promised Miss Rhind some candy for the American Legion affair, but the nearest he has come to providing it has been some window shopping in front of the Norwood 5 and 10.

Safety Calendars for 1926

Have been ordered and will be distributed to all mill fellow-workers, except those in FBP, as soon as received.

This is in accordance with the rules of No-Accident week.

BIRD & SON, inc.
Safety Committees.

Answers to "What's Wrong Here"

IN the No-Accident Week insert of the *Review* last month there appeared this picture, under the caption, "What is Wrong with this Picture?"

Before we give you the full answer, let it be said that it contained, or rather did not contain, a joker on the editor. But to explain. When the picture was taken we tried to have as many things wrong as possible, some easy to see and some not so easy. For one of the easy ones we planted a board bristling with nails right back of the truck-man's foot. But when the picture was sent to the engraver he said to himself, "Well, they must be a dumb bunch to leave a thing like that lying around." He thereupon covered up the board so that you could not see it in the finished plate.

However—here is what we "fixed" in the accompanying photo. The man on the left is not lifting properly. His back should be nearly straight up and down, with the strain coming on his legs, which are strong, rather than on his stomach and abdomen, which are weak. Again, this same man is standing in the path of the truck and, being bent over, he might lose his balance and fall directly in front of it.

Next, the truck is piled carelessly. One bundle has already fallen off, and several others are ready to do so. The man who is pulling the truck is not looking where he is going. That board full of nails that we have spoken of was right behind his foot. He could not have seen it, and would have stepped directly on it, with a painful injury as a result.

Moreover, if he kept on pulling that way he might easily misjudge the distance to the elevator shaft, and slip down underneath the gate—something he could not possibly do if he looked where he was going.

Then, of course, there is the man at the elevator gate. He is leaning on the gate, which is a dangerous practice, and he is also leaning so that his head and shoulders are in the shaft, in a perfect position to be badly hurt by an elevator moving either way.

Suppose the man lifting the box let it slip for a minute and then tried to catch it—there's a strained back. And the man pulling the truck steps on the board full of nails, or slips on the floor, falling backwards. He would not only hurt himself, but he might also strike the man at the elevator gate, knocking him over the gate and down the shaft, for this man is also not paying attention.

Outside of that there was nothing wrong with the picture.

Only One "Lost Timer" During Annual No Accident Week

A SINGLE accident marred an otherwise perfect record for No-Accident and Fire-Prevention Week, October 4–10. For six days and just three hours short of the sixth, everybody thought safety. Men in all departments went through the week unhurt. Daily calls at the hospital proved more and more encouraging, and when the editor quit work Saturday noon all departments, including Phillipsdale, reported a perfect record.

But at 9 o'clock Thursday night a man at FB was hurt—and lost several days, which spoiled the record, since his injury happened during the week, although his lost time did not come until the following week.

The man was hurt while trying to do two things at once, and certainly proved that it was impossible. Down at FB they use certain kinds of trucks that look like small dump-carts—which are just what they are. These trucks have a detachable iron handle equipped with wheels, which handle can be attached to the cart when it is lifted from the floor and set on a brace provided for this purpose.

A truck was to be moved. The handle was detached. The man who was soon to be hurt squatted down to pick up the end of the truck, at the same time balancing the heavy iron handle across his knees. He lifted, both hands in use. As he lifted his knees straightened, and the handle dropped down and crushed his toe.

It is perhaps needless to say that there were no fires during the week. But don't let that fool you. Many of our worst fires have come during the winter months, when it is harder to fight them than at any other time. Don't be burned out of a job.

Standing for September

Dept.	No. Emp.	Accidents	Days Lost	Per Cent
FX 1 and 2	288	1	5	.980
EM–ER	154	1	7	.955
DP	194	2	18	.916
DM, DF, DV	235	4	20	.899
FB	241	4	25	.893
FF	289	6	56	.828

46 Words on Safety

BERLIN, Oct. 12 (AP).—Sigmund Breitbart, billed in circus and vaudeville programmes for years as "the world's strongest man," died today, aged 42.

Breitbart, whose exhibitions consisted of pulling against two horses, bending iron bars and tearing horseshoes apart, succumbed to blood poisoning, which developed from a small nail scratch.

H. J. Frederic, one of our Missouri Building and Roofing salesmen

Bird Club

PLANS are "a-brewin' " for a series of rousing good times this season—such good times that members who miss 'em will be sorry. We are starting off with a general get-together and reception to new members in the club house on Friday evening, October 30, while the first public Entertainment and Dance will be held in Bird hall two weeks later, Friday evening, November 13.

The hall is engaged for one evening a month for the entire season including May. It is hoped that we may put on two Amateur Nights this year. Any member who can do stunts is expected to volunteer. Remember November 16. It is too early, as *The Review* goes to press, to outline the program, but it will be a good one and Parky Rogers has promised us some dance music that you just cannot sit still to if you are alive.

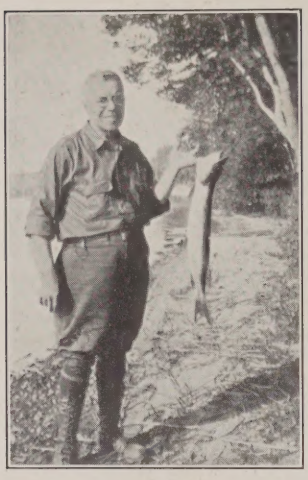
An Opportunity for Service

IT has been suggested that the Bird Club undertake some activity entirely apart from Bird & Son. The Club now offers an appeal to many, but it has occurred to the council that some undertaking might be started to interest still more.

Walpole holds a very enviable position as originator of the town forest plant in Massachusetts. At the present time practically the entire burden of his project is carried by one man. This might be a subject for the Bird Club to consider.

Likewise, most of the town improvements in East Walpole have been made by private endeavor, and have been very well done. There must be room, however, for further improvements, and the Bird Club might consider undertaking each year some small improvement to show its civic interest.

The council welcomes any discussion or suggestions on this subject. The secretary of the council will be glad to hear from anyone.



W. F. Stafford, Chicago, and a muskie he hooked in Northern Wisconsin

Whozit? No One Knows and Editor's Ten Bucks are Safe

AMATEUR SHERLOCK HOLMES'S, attention! You are rotten. Last month we offered $10 reward for identification of a photo showing a young lady and gentleman in osculatory pose. To date no one has succeeded.

Since the gentleman was about five miles wrong, it is probably all right for us to report that one puzzle expert said "It looks like Parky Rogers, by the hat." It is NOT Parky.

Well, then, who is it? Every woman who saw the picture immediately guessed, and correctly, that the photo was far from recent. "Look at the dress!" But that was as far as they went.

But we must withdraw the offer. It was hardly a legitimate contest, but merely the taking of a chance. We were willing to bet $10 that the photo couldn't be identified. Worry and sleeplessness have reduced us to a frazzle. We cannot spare the money. We need the sleep. You may still guess, if you wish—the picture is real, and not faked. But try and get the ten-spot.

Regarding Mr. Wojciechowski

DURING the past month something like 67 well-meaning people have sent in the same clipping to this office. Evidently they thought we ought to know about it and use it. We do and are herewith:

UNWARRANTED COMPETITION

As the World Wags:

THE BEST BOBBER SHOP
JOE WOJCIECHOWSKI'S
Maguire's Block, East Walpole

Latest Modes in Curling, Waving, Bobbing, Shingle and Semi-Shingle

Doesn't this advertisement, which was recently clipped from the Walpole Times, put Mr. Wojciechowski into the Hall of Fame? East Walpole for many years has been famous as the home of Bird & Son, the makers of shingles. This new rival in making shingles now sits on the opposite corner to the Bird establishment. P. A.

From Phil Hale's column in The Boston Herald.

"Five and Ten"

THERE'S quite a little interesting material for this month's column, made up of items taken from the *Neponset Reviews* published ten and five years ago.

In 1915, F'rinstance

Sergeant H. D. Kimball writes from "Somewhere in Belgium" to his friends with Bird and Son·

ATHLETICS

A six-team bowling league gets under way with F. B. Duncan as manager. Norwood Civic wins close match for tennis cup. Bird and Son baseball team attends World's Series game in Boston, by invitation of C. S. Bird. (Editor's Note—We have verified this story and find that they actually did play a World's Series in Boston at this time.)

MILL NOTES

Charlie Miller of No. 2 Machine has purchased a motorcycle.

Chester Page is receiving congratulations on his engagement.

William Patterson and Robert Roy, FB, have taken the final plunge, and are also receiving congratulations. H. L. Goddard has also joined the benedictian ranks.

The Bird and Son Athletic Association Orchestra, under direction of Carl Schaier, is going strong.

HAMILTON

Enlistment figures to date show that Hamilton plant has sent 10 men to the war. G. E. Messer active on committee running local "Baby Week."

PONT ROUGE

Finding of six $5 gold-pieces in beater sand-trap cleanings causes feverish activity in this vicinity.

While Back in 1920—

Bird Club obtained for use of Bird and Son men. Committee formed and preparations started for house-warming in December.

MILL NOTES

Number 2 sorting room improved. New cutters, etc., installed. Philip N. Hills joins planning office staff.

Many improvements at FB. Heating installed in brigade room, painters busy.

Mr. Rouillard transfers from AC to FF.

Harry Tower, FX1, reported to be champion mouse-catcher. Unexplained item says he captured 18 of 'em in 24 hours. Mebbe he made soup.

OFFICE NOTES

D. E. Merrill joins staff at Treasurer's office.

Bill Hale won a hope chest at K. of C. fair—subsequently offering it for sale. What, no hope?

October Weddings: Emma Ellison and William Gibb; C. Harvey Stull and Helen Cameron; Peter McCall, FF, and Theresa H. Coakley; Ed Pope, FF; Sam Gladding; Stanley Haste and Nellie Rice.

"Lost and Found" item: LOST—One bicycle. Finder please return to S. B. Montgomery at the Hermitage.

There may be some connection between this item and the poem which tells of a ride rivalling that of P. Revere, accomplished by John Dolan, who went abroad on a bicycle in search of eggs, and finding them, returned to the Hermitage in good order until he hit that steep little hill. And great was the omelet thereof.

CANADIAN NOTES

Matrimony and its attendant circumstances are featured this month. Mr. and Mrs. C. M. Canfield announce the birth of a son. Elizabeth Hawkins leaves to be married. Gibbons of the shipping department is receiving congratulations on the arrival of a baby girl. Charles Jobin is passing the cigars to celebrate the coming of a baby boy.

For Sale

CORONA TYPEWRITER, with carrying case. In first-class condition. Cost originally $50. First check for $25 takes it. Miss Chessman, Dept. A.

Suggestions

TWENTY–FOUR accepted suggestions in October brings the total for the year up to 100—something over 23% of all suggestions submitted. The 24 accepted in October follow:

Mail sack holder in SP	Walter E. Down, SP
Change of printing plates	Imogene Frank, DFF
Guard for sprocket wheel in FFD hangers	S. C. Goding, FFC
Conduit line under print machines	Carl Johnson, FFM
Handle on clutch of hanger on print machine	A. J. MacAloney, FFD
Large pan under new print machine	A. J. MacAloney, FFD
Skylight in rug store shed	John Macchi, FFM
Handle on Slitter Bar	Louis Maida, FXO
Iron plate wire on Jordans	C. J. McLoughlin, DPB
Track over first and second stack	Herman Nordstrom, DMP
Move scales in DMPM2	Herman Nordstrom, DMP
Lights for conveyor	Frank O'Neil, FXR
Change ladders in print room	J. T. Pennington, FFJ
Lower guide roll at front of No. 3 ovens	N. Phillips, FFP
Detachable hook on end of cables	N. Phillips, FFP
Guard on wheels of chain falls	N. Phillips, FFP
Build up tips on shanks of high speed drills	C. D. Rafuse, EMM
Fastener for dovetail piece on H and BM machines	D. H. Regan, Sr., EMM
Two brackets to rest top roll on	Patsy Sansone, FFD
Stand for 24-inch paper	Patsy Sansone, FFD
Knockers in hangers at FFN	Roscoe A. Shorey, FFN
Changing ink pans on No. 4 chopper	Edmund Smith, FBP
Device for light on chimney	John Suilivan, EMY
Attachment for trailers	Maurice J. Tarr, EMY

Through some oversight, the accepted suggestions were not published for September. These were as follows:

Channel iron rack for steel	E. C. Rafuse, SM
Close passageway through winding machine	Patsy Sansone, FFD
Foot controls on rug chopper	Anton Tamasankas, FFF

Those who have two or more suggestions are as follows:

Patsy Sansone, FFD	7
Laurence C. Hubbard, FXR	5
Basil Neville, FFF	4
John E. Clancy, FXB	3
A. J. MacAloney, FFD	3
N. Phillips, FFP	3
E. C. Rafuse, SM	3
Maurice J. Tarr, EMY	3
M. Dzurbanick, FFN	2
Patrick Egan, DMP	2
Allan J. Hill, FFN	2
Helge Holter, DPP	2
Arthur Maguire, DFW	2
John Manley, EMP	2
C. J. McLoughlin, DPB	2
Herman Nordstrom, DMP	2
C. V. Smith, DMB	2
J. S. Walker, EMT	2
Myron E. Young, FFP	2

Card of Thanks

Bird & Son, inc.:

We wish to acknowledge with sincere thanks the kind expressions of your sympathy.

Sincerely yours,
Mr. and Mrs. H. W. Lauble.

William Maxwell and companion at the Canadian line

Building and Roofing Holds Top in EMBA 100% Contest

THIS story might be started by asking "Who belongs to the Mutual Benefit Association?" but it would be much easier to tell who doesn't. With an excellent showing to start with, the Association is out after 100% membership in all departments.

FB leads the race and defies anyone to beat their record. They now have 100% membership in the Association. The percentage standing of the other departments on October 23 were as follows: DM, 95; EM and ER, 93; FX1, 93; FX2, 93; FF, 92; Office, 88.

The advantages of the association have been told many times, but here they are again, in brief. It provides definite assistance if you are sick or disabled; free physician's service if you live in East Walpole, Walpole or Norwood; a weekly payment to sick or disabled members of $9 in class A and $12 in class B for 26 weeks in any one year. It also gives you life insurance ranging from $200 to $1000, depending upon how long you have been a member. Membership enables you to belong to the Neponset Credit Union.

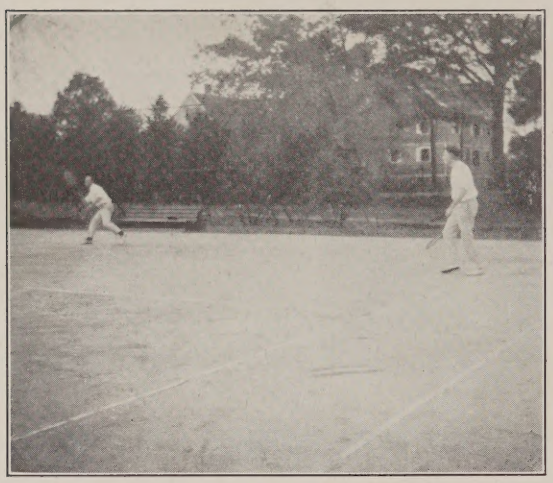
What does it cost? If you are earning under $20 weekly, $1 the first month and 60 cents a month thereafter. If you are earning $20 or over, $1 the first month and 80 cents a month thereafter.

Recent figures show that there is over $1,040,000 in insurance policies now in force through the Bird & Son Mutual Benefit Association. Nearly 1600 Bird & Son people belong. By the time this reaches you it will be well over that number.

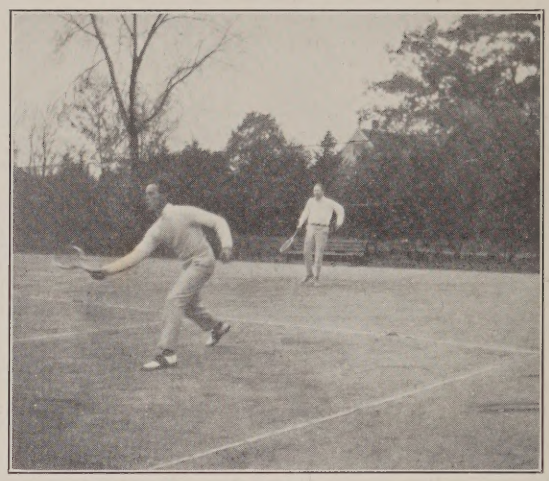
Do you belong? Better join now. Don't let FB hold the top alone.

Admitting that the world owes you a living,—it's still up to You to collect it.

Floyd and Sawyer Win Annual Tennis Match



Chase Brothers, inc.



Floyd and Sawyer in action

THE finals in the annual Bird & Son tennis tournament were held back for a long time, but furnished thrills enough when they did come. The Chase brothers had disposed of their opponents late in September, and were awaiting the winners of the Holmes–Tarr, Floyd–Sawyer match. The latter pair finally won, and were up against the Chase's in their fight for the championship.

Even in East Walpole and even for such a battle the weather refused to be mild, and when the playing began it was grey, cold and windy. But the more the four men played, the hotter the match became.

Detailed reports of the game are lacking. There was no gallery. It was too cold. Al Smith kept score, and says it was some match. It was.

Floyd and Sawyer won.

The score: 8–6; 13–11; 6–3.

Veterans' Roll of Honor

WE give below a list of those whose fifth, tenth and twentieth anniversaries come during November, together with the names of our veterans who complete over 20 years of service during this month:

			Yrs.
John Hennessey	Box Shop	Nov. 18, 1890	35
Marshall Grant	Power and Steam	Nov. 10, 1894	31
F. I. Plaisted	Brigade Room	Nov. 1, 1896	29
A. E. Souther	Box Product Sales	Nov. 8, 1900	25
Ernest Stather	Box Shop	Nov. 18, 1901	24
Eric Johnson	Finishing Mill	Nov. 20, 1903	22
P. H. Bailey	Roofing Sales	Nov. 1, 1904	21
Alek Wilkish	Cutting Room	Nov. 1, 1920	5
Welthea M. Smith	Manufacturing Office	Nov. 1, 1920	5

Chicago's Long Service List

Lewis H. Freeman	August 16, 1920
Louis Lance	August 30, 1920
Louis Lance, Jr.	September 27, 1920
Harry Brandau	October 1, 1920
Joseph E. Specht	October 1, 1920
Elmer Jansen	October 14, 1920
J. P. Grantges	October 27, 1920
Daniel H. Higgins	November 1920

Pont Rouge and Hamilton Long Service

E. A. Deslisle	August 19, 1910
E. Petit	November 4, 1910
A. Tessier	November 4, 1910
J. Lamothe	November 10, 1910

HERE is a list of those at Phillipsdale whose anniversaries have occurred so far this year:

			Yrs.
Daniel Henderson	Office	Oct. 11, 1893	32
Charles Cyranock	Beaters	Aug. 4, 1893	32
William J. Livingston	Machine	Nov. 4, 1893	32
George Inman	Stock Handling	Sept. 3, 1915	10
James Kuzenwich	Beaters	Aug. 9, 1915	10
Nathan Olch	Cutting	Aug. 17, 1915	10
John Candido	Cutting	Sept. 24, 1915	10
Frank Sousa	Power and Steam	Sept. 28, 1915	10
Amos Simmons	Stock Handling	Oct. 5, 1915	10
J. Bornachuck	Stock Handling	Nov. 4, 1915	10

NOTICE

Recently the telephone company advanced their toll rates between East Walpole and Norwood and Boston, as well as elsewhere.

We ask the co-operation of everyone is helping to reduce telephone costs. Make no unnecessary calls. When you do make your call, keep the conversation as brief as possible. Nowhere is it more true that "time is money."

Keep the costs down.

Bird and Son, inc.

Foreman: "Here, now, Murphy, what about carrying some more bricks?"

Murphy: "I ain't feeling well, guv'nor; I'm trembling all over."

Foreman: "Well, then, lend a hand with the sieve."

BIRD NEPONSET PRODUCTS

Box Division

Solid Fibre and Corrugated Paper Shipping Cases — NEPONSET Shoe Cartons
NEPONSET Waterproof Paper Flower Pots — Tack and Screw Boxes

Special Paper Division

Shot Shell Cartridge and Wad Papers — Rocket Paper — Black Tube Paper — Torch Paper
Bird Wadding — Gray Index Cardboard — Jacquard Board
Felt Papers for Special Purposes

Floor Covering Division

NEPONSET Rugs — NEPONSET Floor Covering — NEPONSET Rug Border
Lining Felt

Building and Roofing Division

Shingles

NEPONSET Twins — American Twins — Proslate Fours — American Fours
Diamond Fours — Lock-Butt — Individuals

Roll Roofing

Paroid — Art-Craft — Shingle Design — Slate Surfaced
American Ready — Universal

Building Papers

NEPONSET Black — Saturated and Coated — American — Economy

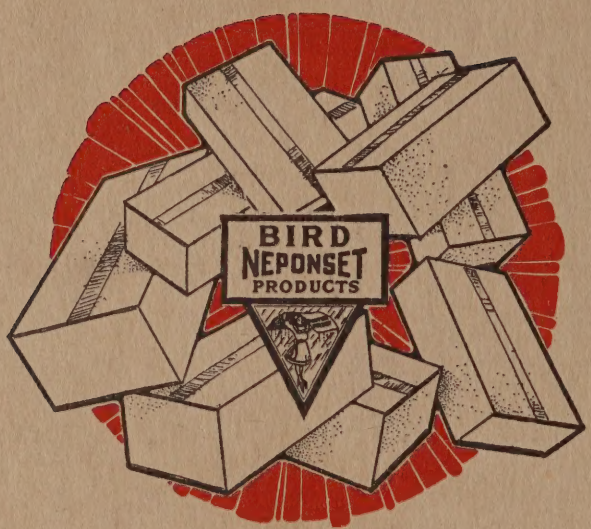
Wall Board

NEPONSET Board, Cream White — American Wall Board

Specialties

Asphalt Felt — Paroid Built-up Roof — B. & S. Deadening Felt
Plastic Cement — Roof Coating

BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**


BIRD
NEPONSET
PRODUCTS

The NEPONSET Review

Edited and Planned by the Employees of
BIRD & SON, INC., EAST WALPOLE, MASS.
Established 1795

VOLUME XIII NUMBER 12
DECEMBER 1925

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.; Phillipsdale, R. I.

Floor Covering Plant
Norwood, Mass.

Roofing Plants
Norwood, Mass.; Chicago, Ill.

Box Factories
East Walpole, Mass.

Executive Offices
East Walpole, Massachusetts

Branch Offices
Boston, New York, Chicago, Philadelphia, Atlanta, San Francisco, Minneapolis, Columbus and Paris, France

Warehouses
New York, Chicago, Philadelphia, Detroit, St. Paul, Atlanta, Dallas, Denver, San Francisco and Paris, France

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Officers and Directors

President CHARLES S. BIRD — **Vice-President, PHILIP R. ALLEN**

Sec. and Treas., HERBERT H. MILLER

General Sales Mgr., Philip R. Allen
Asst. to Vice-Pres., Richard C. Floyd

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Eastern Manager, William E. Hale
Southern Manager, Austin D. Kilham

Box Sales Division
Manager, Chester H. Andrews

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Manager, Elmer H. Bartlett

Western Roofing Division
Manager, Frederick H. Hird
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Supt. Norwood Plants, Edwin M. Lines
Asst. Supt. Floor Covering Plant, Ralph M. Wight
Asst. Supt. Norwood Roofing Plant, Eli L. Chamberlain

Labor Bureau Manager, Benjamin D. Rogers
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Auditor, Axel H. Anderson

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Sec. and Treas., Herbert H. Miller

Eastern Manager, William B. Rogers, Jr.
Western Manager, Ralph W. Westcott
Pacific Coast Manager, L. K. Smith

Makers of Quality Products Since 1795

The NEPONSET REVIEW

A Cook's Tour of the Main Mill

Editor's Mascot Dons Asbestos Suit to Climb to Top of Chimney

By "Gus"

(Editor's Note. Gus, the sprite who lives in the editor's typewriter voluntered to fill two pages of the Review. We gave him his assignment, and here it is, presented without apology.)

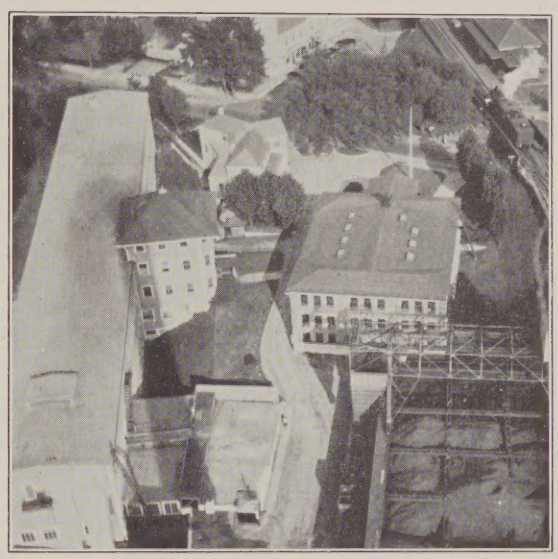
WELL, Boss, I suppose that you are satisfied now that you have called me back from a two months' vacation and given me this assignment to tour the Main Mill and write you a story about it.

As I understood your order, it was this: that you wanted me to take your camera and start out early in the morning before the men came to work in the mill. That may have sounded all right to you, but when I woke up by main force the other morning and crawled out from underneath the typewriter keys, there was hardly light enough to find your way around the office. And it wasn't much better when the whistle blew at 7 a. m. You were probably still pounding your ear and didn't know anything about it.

So if you want a picture of the men going in, you had better get me a flashlight gun. But anyway, as soon as it got light enough I started out. Now, sezzi, the thing for me to do is to find out just how much ground I have to cover. So I went to the top of the chimney. How? Say, listen, boss, those fellows you told about that knew so much about climbing chimneys are pikers. Let me tell you how I did it.

First thing I donned an asbestos suit, because believe me it is hot inside the chimney. Then I opened the door that you'll see at the bottom and walked in. There is a ladder arrangement inside, but that was too easy. Here's what I did next. You remember at the Brockton Fair how that bird on the motorcycle got inside a big tub thing and by going like the hammers of blue blazes climbed right up the inside of the thing? That's just what I did. I started running around the inside wall of the chimney—faster and faster and faster and all of a sudden out I came at the top, and if I hadn't grabbed hold of the lightning rod I'd be going yet.

Well, boss, the view from up there is certainly great. I took out the camera and tried it out, with the accompanying results. The one on this page is pretty good, if I do say so myself. The more you look the more you see. You might offer a prize for the most complete list of objects, that is, if your worry over the ten bucks you wagered on that picture of a ten-year-old osculation hasn't made you too cautious.



The more you look the more you see in this bird's eye view of East Walpole Square

Over on the next page is a view looking southwest, if I am not mistaken. Quite a few of our people can probably find their houses in this one.

The next thing to do was to get down. That was easy. I merely draped arms and legs over the cable they use to haul the big light up with, and slid down—same idea as one of these basket carriers in a store.

When I was up at the top there I figured that if I really went over every inch of the mill, taking pictures all the time, I'd need a week and a gross of film, so I just started to wander around. First off, I went up to the shipping platform, where the raw paper stock comes in. Up here a bunch of fellows take truckload after truckload of old papers, and shoot 'em down into a storage room, or else to another room where they sort the stuff.

I wondered how all the old copies of the Boston Transcript and New York Times felt about being

Another view from the chimney-top

associated so closely with the Boston Telegram. Later, while I was wandering through the beater room, I saw Jim Hammond pouring some acid into the beater, where all the papers were being mixed together. Guess the acid probably puts some pep into the Transcript and takes the edge off the Telegram, so that they get along all right.

Next door to the beater room is a big paper machine. I started shinning up the side of it, but hadn't gone very far before I burned my hand and started to holler. Well, boss, I hand't any more than let out a little yip when a short little fellow with glasses on came running down the aisle with fire in his eye and a truck handle in his hand, looking for who was making all the noise. I dusted out lively, I can tell you. Last thing I saw they were trying to calm him down, and saying "No, Carl, I didn't make any noise."

The New Box Shop was too much for me, but I thought I might get a little information so I went in. Upstairs somewhere, among a lot of machinery, I saw two fellows talking and got behind a pile of boxes to listen. They were arguing. One said "I know, Harry, but you can't expect me to believe that you ever caught a 27-pound salmon." I couldn't see that this had any connection with boxes.

The coal-bucket getting ready to take a bite

Next I went into the finishing mill. I thought probably they called it that because it was the last one up the river, but after I saw what they did to the paper there, I guess "finishing" is right. They cut it, roll it, bake it, iron it, press it, paste it and cut it. Fellow by the name of Geary puts the finishing touches on here, same as he puts 'em on the Bird & Son baseball team. Sorry I can't mention everybody as I go along, but there just isn't room.

From the finishing mill I took the Shore Line Express, having a drawing room with Jim Kivlin and John Curran. In three days and seven nights we reached the back of the machine shop. Well, boss, I get used to living around machinery, but I want to say that this place had me going. Why, they take a great big piece of steel and cut through as if it were some of the Tiot Lunch butter. Upstairs in this building is the carpenter shop and draughting room. That name brought back memories, but I found nothing on draught. Only draught I felt was when Sam Kay came in and started on the seventy-ninth telling of the story of how he got into a snowstorm in New Hampshire in October.

Last month you had a lot to say about the Number 2 Box Shop, so I'll lay off that, just remarking that they print the *Review* here, and do a great job at it. (Now, boss, they'll do an extra good job with this story!)

Just before I quit I went back to the railroad track to try to get a picture of that famous switching engine that is the cause of so much poetical language. But I guess it saw me coming, for their wasn't a "wonk" to be heard. So I snapped a view of the coal bucket instead. Someone in the main office who has just signed a nice neat letter to an extra good customer, laid the letter down for a few minutes and then picked it up again with a coal dust coating on it, will tell you that this coal bucket is just about as popular as the engine. However—no engine, no coal; no coal, no steam; no steam, no machinery; no machinery, no jobs; no jobs no *Review*; no *Review*, no story—which I wish there wasn't.

There now, boss, I've done my durndest. With this training in whirlwind touring, I'm thinking of running for mayor of East Walpole. I'll provide the whirl and you furnish the wind.

Bird Club

Entertainment and Dance

— Entertainers and Musicians De Luxe —
Hazel Childs—Rose Loman—Stella Cushing
Comedians: Ferris and Anthony
"Da Beega Man and Da Leetla Man"
Dancing
With Parky Rogers Orchestra

Bird Hall **December 4, 8 p. m.**

"Lizzie" Ford Wins; Landslide Smothers Scores of Opponents

John Q. Citizen, may his tribe increase,
Awoke one night from a deep dream of peace
And in the moonlight of his room he saw
A census taker, writing in a big black book.

"What writest thou?" The writer turned his head.
"The names of those who own a car," he said.
"And is mine among them?" asked John Q.
"I said cars, you dumbell, not flivvers." And he fled.

Anon at last there came another full-moon night
To wake John Citizen with its eerie light.
The census taker stood there, gone his caustic jest,
For lo, our John Q.'s name led all the rest!

ALL of which is unpardonable parody and atrocious poetry, but which serves to introduce the fact that out of 422 car owners reported in the Bird and Son mills and offices in East Walpole and Norwood, 206 admit the ownership, or at least the guardianship, of a Leaping Lena, Bucking Betty, Shimmying Sheba, or whatever they happen to call it.

A census of cars was taken recently, and the replies, while not entirely complete, nor guaranteed absolutely accurate, will undoubtedly prove amusing to those who either own cars or like statistics. If you don't fall in either class, don't read the rest of this, as it is all automobiles and figures.

There were 66 cars reported at FB. Of this number 41 are Fords, 6 Chevrolets, 6 Maxwells, 2 Nashs, and one each of a number of assorted makes.

FX 1 and 2 report 51 cars. Even as a Tammany candidate for mayor of New York, Ford carries all precincts, and gathers in 27 of the total in these departments. Next comes the Chevrolet, with 6; Dodge, with 4; Essex, with 4; and Reo with 2. The usual crop of singletons makes up the total.

The total figure at FF may make them look like plutocrats, but 54 of their total of 84 is made up of flivvers of assorted ages. Still in second place, but far, far behind, comes a squadron of 14 Chevrolets. There are also 4 Buicks, 4 Studebakers, 4 Essex, 3 Maxwells, and the various "one of a kind." (These are mentioned at the end of the census.)

EM and ER report as follows: Total, 64; Fords, 23; Essex, 6; Overlands, 5; Buicks, 4; Dodges, 4; Oldsmobiles, 3; Hupmobiles, 2; Reos, 2. Various and sundry, 9.

At DM, DF, and DV, there are 57 cars. Twenty-three of these are Fords, 6 Chevrolets, 5 Buicks, 3 Reos, 3 Essex, 4 Studebakers, 2 Oaklands, 2 Dodges, and 2 Scripps-Booths. Assorted, 7, including a motorcycle.

The offices hit the highest total, with 100 cars reported, and Henry's plurality takes a slight drop, with 38 votes out of the 100. The others are "cast" as follows: Essex, 11; Buick, 9; Dodge, 9; Chrysler, 3; Oakland, 3; Franklin, 3; Hupmobile, 2; Studebaker, 2; Chevrolet, 4; Hudson, 4; Maxwell, 3; Miscellaneous (a 5-cylinder model), 10.

Here are the figures for mill and office combined: Ford, 206; Chevrolet, 39; Essex, 38; Buick, 23; Dodge, 19; Maxwell, 14; Studebaker, 12; Reo, 9; Oakland, 8; Overland, 7; Hudson, 7; Franklin, Nash, and Hupmobile, each 6; Chrysler and Oldsmobile, each 4; Briscoe, 3; Scripps-Booth, Willys-Knight, and Star, 2 each.

The following makes have one representative each: Stearns-Knight, Sheridan, Haynes, Chandler, Gardner, Mitchell, Apperson, Pierce-Arrow, Marmon, Auburn, Rollins, Page, Durant, Packard, Jordan, Mercer, National, Grant, Cleveland.

P. S.: There are no Rolls-Royces.

FXG Crew Makes Record

Peter Neilson, Mary Meganis and Karl Hedges, the crew at FX1 that set up a record for other machines to shoot at

WE haven't had a broken record story for some time, and none from FX1 for longer than that.

Here then are the brief details of the latest high mark set up at the new Box Shop.

The previous high record of production on the Knowlton Creaser FXFM6, made by Daniel O'Rourke and his crew on October 14, was 1009 sheets per hour.

Recently this record was bettered by Peter Neilson and his crew, who, working on Knowlton Creaser FXFM8, turned out 1066 sheets per hour on October 29.

The total run time in both instances was nine and one-half hours.

Card of Thanks

I wish to acknowledge with sincere thanks the kind expressions of sympathy from my fellow workers in departments AH and AB.

Helen M. Walsh.

Activities and Improvements at Bird Club Show Progress

WHILE it is only beginning another successful social season, the Bird Club stops here for a moment to look back over its accomplishments for the past year.

The Bird Club

Since last January many improvements have been made at the Club. New magnasized floors have been laid in the bathrooms, and the paper has been taken from the walls and the walls repainted. Downstairs, the kitchen has been repainted and the floor of this room and several adjoining are covered with shiny new "410" Neponset Floor Covering. In passing it might be said that some 410 is also laid on the hitchen table, making a covering far more serviceable than oilcloth. Has anyone else tried this?

Down in the basement a large ice chest has been installed. Around the corner from here is stored 42 tons of coal—a winter's supply. All this, together with the return of Mrs. Humphrey as cook, makes the Club a mighty desirable place to live.

It has also been the policy of the Bird Club, from the first, to furnish entertainments for its members and their friends. The meetings for members only are held at the Clubhouse, with a speaker or speakers on some interesting or inspirational topic. Refreshments and smokes are served at these meetings, which afford all members a fine opportunity for mutual acquaintance.

Last season four of these meetings were held—a talk on nature by a recognized authority, an evening with a prominent football coach, a picture lecture on "Hunting and Fishing in the Maine Woods" and Mr. Wyman's story of his Caribbean trip.

Popular entertainments and dances at Bird Hall make up the other half of the Club's social activities. Last season there were seven of these, one being an Amateur Night with talent by an all-Bird & Son company of entertainers. To these affairs members may bring one guest on their membership cards. Tickets are sold to non-members at nominal prices, the number limited only by the capacity of the hall.

It has been suggested that these entertainments take somewhat the inspirational form, but the conclusion seems to be that we continue them as entertainments, adding by so much to the social enjoyment of our members, their guests, and such folk of the town as care to attend.

While the entertainments at the Bird Club and in Bird Hall are announced only a month in advance, the Entertainment Committee has many good features booked, and promises a better-than-ever season.

Get-Together and Bird Hall Entertainment Start Season

WITH nearly a hundred members present, the 1925–26 Bird Club season started off on the right foot with the fellowship get-together held Friday evening, October 30.

Informal talks were given by several of those present, from the oldest worker to the one who had been here the shortest length of time.

"The Bird & Son Spirit" was the subject of most of the talks, yet they were all varied and interesting. Among those who spoke briefly were: G. R. Wyman, S. B. Montgomery, E. L. Connolly, D. A. Chase, B. D. Rogers, Charles W. Conrad, Philip N. Hills, Stephen W. Smith, Thomas G. Wright, C. H. Andrews and James H. Smith.

H. E. Rouillard was in charge of the entertainment.

The season's first entertainment and dance was held in Bird Hall, Friday evening, November 13.

Bessie May Kelly opened the entertainment by telling, in word and picture, how they make animated cartoons. She also drew several "rapid-fire" landscapes. George Coward, songster, kept the crowd with him. Jack Griffin appeared in a "hobo" costume and brought forth music from contraptions that no one ever dreamed contained a note.

And when the chairs were cleared away Parky and his team kept the feet a-shuffling till going-home time.

Card of Thanks

On behalf of my daughter and myself I wish to express our sincere thanks for the many kindnesses shown to us by our friends in our recent bereavement.

Fred I. Plaisted,
Mrs. J. R. Dixon.

Suggestions

AS the year draws near its close, interest in the Grand Prizes grows more keen. Those who are now leading, with the highest number accepted, know that their only hope is in keeping right at it and letting no meeting go by without having at least one suggestion accepted. The meeting of November 4, however, did not change the position of the leaders as reported last month, with the exception of tying Basil Neville, FFF, and John E. Clancy, FXB, for third place. each with four accepted suggestions. Frank O'Neil, FXR, and John H. White, FBM, both moved into the class of three accepted suggestions and John Ruscitti, ERB, gets a good start with two. Patsy Sansone, FFD, and Laurence C. Hubbard, FXR, still lead, with seven and six accepted suggestions, respectively, to their credit.

Those accepted in November are as follows:

Put wearing strips on shingle machine
William Churchill, FBM
Two-on die made four-on — John E. Clancy, FXB
Second arm on No. 13 creaser — Laurence C. Hubbard, FXR
Wooden pulleys on table — Herman Lauble, FXC
Method of lubricating open bearings
Michael McDonagh, DMP
Containers for rope on finishing tables — Frank O'Neil, FXR
Provide a rack for tags — Frank O'Neil, FXR
Ladder for ash pit — John Ruscitti, ERB
Aprons for ash doors — John Ruscitti, ERB
Castor oil for electric industrial trucks — John H. White, FBM
Put wing nuts on guides of No. 15 machine
John H. White, FBM

"Five and Ten"

THINGS were kind of quiet, judging from the *Reviews* of five and ten years ago. If these little items start your memory going back to these years, or to others, drop a line to the Editor.

Now, Back in 1915—

New Wednesday Club House opened, corner of Walcott avenue and Union streets. Annual fair held there December 8.

Athletics—New Box Shop leads bowling league with 15 wins and only one defeat.

Neponset Credit Union reports over 50 members.

A Christmas box is sent to Harold Kimball—"Somewhere in Belgium."

Walpole Choral Society going strong.

And in 1920—

Neponset Credit Union now has 340 members.

Bird Club house warming held December 8. Over 600 visit the club during afternoon and evening. Entertainment committee: S. W. Smith, John Dolan, J. B. Maguire, W. R. Duncan, Frank Whitehead, J. A. Sheehan.

New roadway between FB and FF under way.

Quoits fast becoming the noon-hour sport at FF.

John Robertson training homing pigeons. Asking people travelling to Worcester, Springfield, Frisco and other points west to take along a bird and send it back through the air.

Tiot lunch enlarged and improved.

An impromptu birthday party held at Tiot lunch when Mrs. Brown is presented with a large birthday cake with sixteen candles.

All Bird & Son Products are Exhibited at K. of C. Bazaar

Bird & Son display at K. of C. Bazaar

ONE of the main features at the Walpole Knights of Columbus Bazaar, held November 12, 13 and 14 in the Town Hall, was an industrial exhibition by the manufacturers of Walpole.

Among those represented in this exhibition were the Bird Machine Company, S. Gray Company, H. A. Morse Lbr. Company, Lewis Mfg. Company, Multibestos Company, Hollingsworth & Vose and H. E. Plimpton Mfg. Company. Booths were allotted to the different manufacturers according to the size of their exhibit and the hall was nearly filled with these interesting displays.

By far the dominating feature of the exhibition was Bird & Son's exhibit, which occupied nearly an entire side of the hall. All of our principal products were shown—roofing, floor covering, shipping cases and special papers. The central part of the display, and that which proved most fascinating to the crowd which thronged the hall, was the faucet display which our floor covering dealers have found to be such a magnet when used as a window display. Even under the close scrutiny which was possible in the hall, nearly everyone was mystified as to the source of the stream of water which continually poured from nowhere over the roof of the attractive little house, roofed with Neponset Twin Shingles and resting in a pond made of a Bird's Rug.

It is felt that a great many people from Walpole learned more about Bird's products than they ever knew before and it was a pleasure to the company to be able to make this display for the benefit of our friends of Walpole.

Card of Thanks

I wish to express my appreciation of the many kind expressions of sympathy by my shopmates, in my recent bereavement. James Wynne.

The NEPONSET REVIEW

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The *Neponset Review* will gladly publish communications, suggestions, photographs, or articles of interest to its readers. Address all correspondence to the Editor, *Neponset Review*. East Walpole, Mass.

For Children—and Others

THE following editorial has been printed thousands of times and in hundreds of publications. Yet it has not grown old. In the spirit of Christmas we present it to you again. It is the famous New York Sun editorial, written by Frank P. Church, and originally printed in 1897.

Is There a Santa Claus?

We take pleasure in answering at once and thus prominently the communication below, expressing at the same time our great gratification that its faithful author is numbered among the friends of the *Sun*:

Dear Editor:

I am eight years old. Some of my little friends say there is no Santa Claus. Papa says "If you see it in the *Sun* it's so." Please tell me the truth, is there a Santa Claus?

Virginia O'Hanlon.

115 West 95th Street.

Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except they see. They think that nothing can be which is not comprehensible in their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole truth and knowledge.

Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy.

Alas, how dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginias. There would be no childlike faith then, no poetry, no romance, to make tolerable this existence.

We should have no enjoyment except in sense and light. The eternal light with which childhood fills the world would be extinguished.

Not believe in Santa Claus! You might as well not believe in fairies. You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus, but even if they did not see him coming down, what would that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa Claus.

The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders that are unseen and unseeable in the world.

You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man nor even the united strength of all the strongest men that ever lived could tear apart.

Only faith, fancy, poetry, love and romance can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, Virginia, in this world there is nothing else real and abiding.

No Santa Claus? Thank God, he lives, and he lives forever. A thousand years from now, Virginia, nay, ten times ten thousand years from now, he will continue to make glad the heart of childhood.

A Bit of Christmas Philosophy

CHRISTMAS time is giving time.

Would you have a happy Christmas? You must give and give and give.

Moreover, you must think giving and forget getting.

As Christmas approaches perhaps your mind is a jumble of wishes and wants. If this is so you are riding for a fall. You are bound to be disappointed, for it's a cinch that you will not get everything you expect. Expect nothing for yourself. Save, to give something that will make somebody else happy.

Then if you do get something for yourself there is a charm and delight about it that makes for real happiness.

H. E. R.

Library

DATE: October 15, 1925.
SCENE: Engineering Office.

PLANT ENGINEER—"Where is Electrical World for September 26? It contains an article which is of interest to us. Please recover the magazine for me as I wish to take it up with Mr. ———. I passed the magazine on about a week ago."

Inquiry at the Library failed to find that its route had been ended and a diligent search was made throughout the departments to which it had been routed, but the magazine could not be located. A duplicate copy was ordered but was not available, as the number was out of print. Our only recourse is to consult the files of the Boston Public Library. It does not seem as if the time spent in order to obtain this article is a condition which should exist and we make an appeal to everyone using our magazines to pass them along very promptly and to make sure that none, particularly those containing information of special interest to us, are not side tracked indefinitely. This is not the first case of the kind that has come up.

Technical papers and magazines give us the latest information on many subjects which we might investigate to advantage and are one means of bringing together the ideas of those working on similar lines. We want everyone here to make good use of magazines for which we subscribe, and have detailed some one person to review each one and to direct the attention of individuals to articles from which they should profit.

A list of magazines for which we now subscribe follows.

For Special Use by Box Division

American Box Maker
Box Board
Fibre Containers
American Shoe Maker
Carton Age
Package Advertiser
Shears

Advertising and Sales Department

American Printer
Display World
Inland Printer
New England Printer
Printed Salesmanship and Printing Art
Printers Ink—weekly and monthly
Sales Management
American Roofer
Carpet and Rug News
Carpet and Rug World
Carpet Upholstery and Trade Review

Engineering Department

American Machinist
Dodge Idea
Industrial Engineer
Industry Illustrated
Popular Mechanics
Power Plant Engineer
Combustion
Electrical World
Industrial Power
Machinery
Power
Scientific American
Southern Engineer

Paper Makers

Paper Industry
Paper Mill and Wood Pulp News
Paper Trade Journal

Laboratories

American Chemical Society Journal
American Paint Journal
Chemical Abstracts
Chemical and Metallurgical Engineering
Drugs, Oils and Paints
Industrial and Engineering Chemistry
Official Gazette United States Patent Office
Oil, Paint and Drug Reporter
Paint, Oil and Chemical Review
Royal Society of Arts Journal

Health, Safety and Home Making

Hygeia
National Safety News
Better Homes and Gardens
The Nation's Health
Safety Engineering
Flower Grower
The Survey

Financial Department

Journal of Accountancy
Department of Commerce Bulletin
Forbes
United States Investor
Commerical Bulletin
Current Affairs

The Staff

Factory
Industrial Management
Industrial Psychology
Management and Administration
Office Appliances
System

Labor Bureau

Labor Review
Industrial News Survey

MORE than 300 Bird and Son Old Timers with their guests filled the Norwood Civic hall nearly to capacity at the annual banquet of the Old Timers' Club, Thursday evening, November 19.

A reception from 6 to 6.30 started things off well, and the turkey dinner which followed put everyone in high good-humor. Following the dinner a business meeting was held, with President John H. Maguire presiding.

Mr. Allen read messages of regret from Mr. Bird and Mr. Wyman, who could not be present, and the Club in turn sent the following message to Mr. Bird: "300 Old Timers, with their guests, at annual dinner, send you their affectionate greetings, with best wishes for a quick return."

The following officers were elected for the coming year: President, Elmer H. Bartlett; Vice-President, Carl Schaier; Secretary, Mrs. Helen M. Robertson; Honorary Vice-Presidents, John H. Smith, John H. Maguire, William P. Landy, George R. Wyman, Thomas P. Maguire, Maurice Ahearn, James J. Geary, John M. Smith, James E. Smith, Richard C. McCabe.

Directors: For three years, S. W. Smith, D. J. Cullinane; two years, M. J. Hawkins, Carl Schaier; one year, Frank W. Fisher, Frank Whitehead.

Respects were paid to those Old Timers who had died during the year: Herbert D. Taylor, Nelson Boulter, Alfred Mattson and Peter Balboni.

By an unaminous vote of the members, William J. Hill who for forty years has done trucking for Bird & Son, was elected to honorary membership in the Old Timers' Club.

Following the business meeting the entertain-

ment was held. Yarrick, master magician, had the crowd with him from the start, and they enjoyed his "patter" almost as much as his tricks. Eunice Allbright Scriven alternated with Yarrick, and whistled, sang and played the violin admirably. She was accompanied by Margaret Bragdon Richardson. Parky Rogers' orchestra played during the banquet.

The following were guests—members with 40 years service and over, and members whose tenth, fifteenth, twentieth, twenty-fifth, thirtieth and thirty-fifth anniversaries fall in 1925:

1877, Charles S. Bird; 1878, John H. Smith, William P. Landy; 1879, John M. Smith; 1880, Thomas P. Maguire; 1881, Maurice Ahearn; 1882, John H. Maguire; 1883, James G. Geary; 1885, Elmer H. Bartlett, Richard C. McCabe, James E. Smith; 1890, Carl Schaier, Dennis Cullinane, Thomas Graney, John Hennessey; 1895, Ralph Clarke, Frank Fisher, Vitus Gleichauf, Frank Murphy, John Dower; 1900, William J. Quinn, Edward Bonner, Kenneth McLennon, S. W. Smith, A. E. Souther; 1905, Wm. H. Boyden, Jr., Bartley O'Donnell, H. B. Fuller, Mary McKinnon, Antonio Paddock, S. C. Traudt, Jr., Michael Burke, Robert Roy; 1910, Martin Lambine, Thomas Morris, William Morrissey, Matejs Minkevicis, Patsy Sansone, Axel Swanson, Michael Connolly, Michael McConlogue, O. J. Goodspeed, Samuel Hunter, Jerry Cullinane, Nils Lindequist, Wm. Banks, Charles Cyranok, W. J. Livingston, Frederick H. Hird; 1915, Bartley Curran, John Broadley, John J. Foley, A. H. Brooker, Margaret Downing, Joseph A. Sheehan, David H. Regan, Jr., James Sword, Roy Packard, Tony Nenartowicz, Wm. F. Sline, John J. Burke, Michael Rusavins, W. A. Nicholson, S. Riordan, Jos. McGregor, Patrick Feeney, Victor Makela, John Burhoe, Geo. A. Inman, Frank Mello, Antone Ecklund.

The committee in charge of the affair were as follows: Entertainment, S. W. Smith, chairman, C. H. Andrews, C. J. Watson, May Gardner, W. F. Gray; refreshments, P. H. Bailey, chairman, D. J. Cullinane, H. C. Jepson, Ella Dalton, H. N. Mann; reception, J. H. Maguire, chairman, E. H. Bartlett, M. J. Hawkins, Carl Schaier, F. W. Fisher, Frank Whitehead, A. C. Urquhart, H. H. Miller, G. R. Wyman, J. H. Smith, W. P. Landy, T. P. Maguire, Maurice Ahearn, James J. Geary; nominating committee, G. R. Wyman, J. H. Smith, J. E. Smith.

Notes From Plants and Offices

Paper Mills

East Walpole

While it all happened some time ago, it has just come to light that the well-known firm of Donovan and Seastrand were thinking of going into the pond lily business this summer. One trip convinced them otherwise, however. One of the firm leaned out to get a particularly good specimen, and capsized the boat. The pond lily stock thereupon dropped to about 100 points below par.

We were all very sorry to hear of the death of Fred I. Plaisted's wife, and extend him our heartfelt sympathy.

John J. Cullinane, who recently completed 40 years' service with Bird & Son

Pete Folan, friend of furred and feathered folk, happened to be the first man to go through the cellar of SD2 one morning recently. He hadn't been there very long before he discovered an unfortunate feline, that had fallen into the elevator shaft during the night.

Pete possesses a natural love for birds and animals, and an eye for beauty in general. This particular kitty being very beautiful, Pete decided to capture it and take it home for a pet.

But Tabby resented Pete's advances, as any respectable lady should, so he hustled up to John Curran's office and started to ransack the first aid cabinet. Jim Kivlin, thinking that someone was killed, spoke to Pete in that deep bass voice of his, inquiring, "What are you looking for?"

"Listerine," replied Pete.

"What do you want Listerine for?" asked Kiv.

"Well," quoth Pete, "there is a nice looking cat down in the elevator pit, and I'd like to catch her, but I think she's got halitosis."

Pete then hustled back to the elevator shaft, and it looked like a bargain counter on a big sale day. Half the mill was there trying to coax kitty out of her predicament. All attempts failed, and Pete's throat developed a lump and Albert Solho shed copious tears as Bartley O'Donnell persuaded her to be quiet—with a heavy club.

After her demise, Peter was heard to say, "Well, I saw all kinds of animals when I was in the Irish Navy, but I never ran across any with a breath quite so strong as that."

"Casey Jones" Curran, engineer on the Shore Line, had his tractor transformed into an armored car. It now looks like a war-time tank. Casey says it is a wind shield, but it was attached the same day that the skunk left a lasting memory in SD2.

We are entertaining the idea that "Porky" Yubaskey is a proficient pool-player. Of course we are not certain yet, but base our suspicions on the reverse English that comes naturally to him when he gets excited.

Gray says the attraction at the Brockton Fair was the fireworks. Some saw orange giraffes and green tigers.

DMT was well represented at a banquet held in the Wednesday Club last month, John Costello and Jim Houlihan being present.

Jim Kane was also there and gave the spectators a few tips on the Virginia Reel.

One very busy day during the month, John Curran undertook to help his men load paper. In the hustling around John Poulousky stepped on Curran's foot. Those of you who know Mr. Poulousky will understand why John was laid up for a week with a flat tire.

"Witzie" Phelan was stepping high, wide and handsome at the Armistice Ball in Canton, November 11. He certainly gave the natives some pointers on how to do the Charleston.

Jim Kivlin has had his moustache pruned again. Every time this happens Jim looks twenty years younger. If he keeps up he'll soon be showing the boys on the Shore Line how to juggle paper rolls.

We often wondered where some of the men in the mill get their strength, and especially the men who help Jack Fitzgerald push those five-ton rolls of paper off the skids in SD2. We had the pleasure of helping them to push a roll off a little while back and the secret of their strength was found to lie in vegetables—mostly onions.

Box Shops

Peter Flaherty was married to Miss Mary Canfield of Dedham, Wednesday, November 25. Congratulations and best wishes, Peter!

Martin Keady and his dancing partner, Catherine Wall, gave an exhibition dance at Hibernian Hall, Dedham, during the month.

Sam Hunter is now convinced that his Chevrolet is some car, after it pushed MacDonald's Nash from North Walpole to Norwood at 2 a. m. recently. We wonder why Al Hammond didn't get out and push, too. Probably he wanted to watch MacDonald.

Jeff Connolly was among those present at the opening of the Rainbow Gardens, November 20. He denies crashing the gate and says he paid full admission.

We are glad to hear that John O'Donnell of FXG is on the road to recovery after his recent illness.

Maintenance

E. H. Parker and J. B. King have joined the staff at EMM.
Thomas Chisholm is the newcomer in EMW.
Thomas Barr is out sick for a few days.
Joe Donovan is now sporting a new Essex.

Pont Rouge

It will be recalled that a year ago there were serious floods in this part of Quebec. This fall we have had no flood at all, in fact, not even high water, such as might interfere with mill operation.

The hunting season is here again and game appears quite plentiful. Partridge are numerous in the woods; there are deer around Pont Rouge, and one of the employees had the novel experience of pursuing a moose along the road with his machine.

Also, there are a tremendous number of ducks on the St. Lawrence River, in fact, the writer should say some of the

flocks may contain millions. However, they are very hard to shoot. At the slightest warning they fly away towards the other side of the river.

We have practically completed preparations for the winter. The double windows have been put on the mill and all openings closed up. Rags in stock are sufficient for two or three months' running; our supply of coal will last the same period. Nobody wants to see the winter, but we are ready for it when it comes.

The Pont Rouge mill is shut down for a short time, due to a breakdown caused by a defective waterwheel shaft. Incidentally, we are cleaning up certain other repairs, now that the mill is down, but we expect to be running again very soon.

It will be recalled that in February of this year, an earthquake of considerable violence occurred in this part of the continent. An interesting result of the quake are landslides, which have occurred this summer and autumn in many places along the high bank of the St. Lawrence River. One in particular is on the bank of the Portneuf River, just above the town of Portneuf and about one mile from the St. Lawrence River. In this case the slide has assumed large proportions, and threatens to leave one particular farmer without any farm. It is also partially blocking the Portneuf River, and the sediment carried down by the river is a very serious matter for 3 small paper mills located on the Portneuf River just below the scene of the slide.

Announcement has been made of the engagement of Romeo Morissette, our machine tender, and Miss Bernadette Paquet. Good luck to you, Romeo!

Phillipsdale

We have been receiving postals from Mr. Henderson mailed from San Francisco and points East which show that he is enjoying himself on his way home. We wish he wouldn't rub it in so hard about those orange groves out there.

During the last month or so we have taken about 20 men into the Benefit Association. This brings our total to almost 160 and is the highest that Phillipsdale has ever reached.

Albert Carlson, one of the men on the machine, is starring on the Rumford football team. While he has retained all his organs so far, his foreman has to look him over every Monday morning to see if he has the usual quota of arms, legs, etc.

About twenty-five old timers and their friends went down to Norwood and thoroughly enjoyed themselves at the Old Timers' Banquet. A few more years and there will be enough old timers here at DP to have our own party.

High tides have been very noticeable around the mill, particularly in the machine shop. Contrary to the general custom, these tides were not caused by the moon but by (it is generally thought) a fellow named O'Rourke from Walpole. He had better be careful or some of our wild Swedes and Irishmen will get after him.

The boiler room is resplendent in its new lights. If they could only move those boilers down cellar somewhere it might be a good place for the office.

Harold Inman heeded the advice of Will Shakespeare or Ring Lardner or whoever it was that said "Go West, young man, go West" and is now out in Cleveland hunting around for his fortune.

The lastest addition to the open-air garage is a new model Ford runabout lately acquired by Joe Silva. There are rumors that Chief Hawley is seeking an opportunity to "swap" his Chev. sedan for one of the new model flivvers. Note that we said that this was only a rumor.

On the evening of November 1, the twelve-year-old son of James Wynne was instantly killed by an automobile in front of his home. We all offer our expressions of sympathy to Jim and to his family.

Roofing Mills

Norwood

John Wosner of FBPM has moved into his new house on St. Joseph's avenue, Norwood.

Ted Michenzie, who started in married life and the bakery business about the same time last September, has now decided

Harry Nolan, formerly at DP, and now with the R. I. mounted police. Watch out for him!

to break the tie that binds to the baking game, and is back in FBP. This time he is working on the new paint section of No. 5.

Ralph Kemp was very much surprised, November 10, on arriving home from work, to find that he had been a daddy all day and hadn't known about it. Mother and daughter are sojourning in New Hampshire and we are glad to hear that "everybody's fine."

Ed Macchi, on No. 1 machine, lost his pocketbook. He didn't mind that a bit because, although it was Thursday, he had only 40 odd cents in it. Where the shoe pinched was in the loss of the hunter's license that was folded up nicely therein—and Ed with his plans all made to spend Saturday in the woods.

P.S. Late Saturday night Ed found his pocketbook in his trousers pocket.

Domonic Treventi has started construction work on a garage. We understand it is a Ford.

McGregor has moved from Walpole to South Norwood. He figured out the number of hours he spent travelling between the mill and Walpole and before he got even half-way through he decided that he would move to Norwood as quickly as possible.

One Saturday during the month it seemed as if friend Raymond had bought out some East Indian store, judging from the passionate socks that George Jones was wearing.

Jim Poshinsky and Joe Smith were on time at the Old Timers' banquet.

Ed Hiller expects to be married early in December. Details next month. In the meantime, our best wishes, Ed!

We are glad to report that Granville Baker's daughter is well on the road to recovery.

Fred Fuller has returned to work after a long absence due to illness.

Howard Everett has turned in his Franklin and now sports a new Overland six.

FB is now making Artblende shingles.

John Foley is making extensive alterations in the basement of his new house, erecting several commodious coal bins. The mystery in this item is, what is John going to put in the bins?

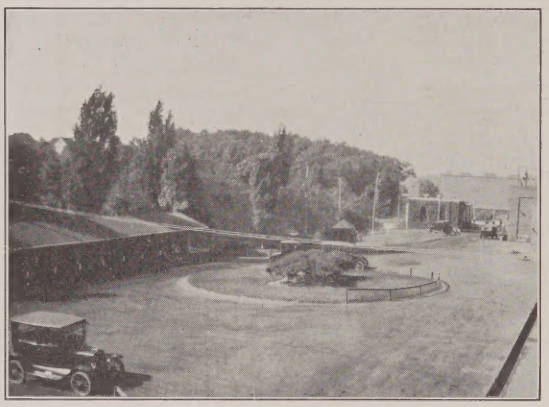
Harry Dresser has a new grindstone, but it still lacks a guard.

Captain Ray Call and his bowlers are going strong. Ray says he has some difficulty keeping them in training, however.

Charlie Derry, old timer, dropped in for a visit during the month.

FB's new transformer house is nearly ready.

William Carr has joined the force at FBY.



Building and Roofing has a well-kept yard

Harry Ballou passed up the turkey at the Old Timers' banquet, and filled up on oysters, arguing that he could buy turkey any time at 70 cents a pound, while with oysters at a dollar a quart this was the only place he could ever hope to get any.

Willie Churchill has gone into the kerosene oil business, and is seriously considering becoming advertising manager for Ike Miller.

Bill O'Donnell's brother, Tom, former Bird and Son fellow-worker, was recently elected captain of the Colby College football team.

King Tut is back on the job.

Jack White has radioitis pretty bad, and is sitting up until 2 a. m. trying to tune in on the old country.

Hamilton

We received a picture at the *Review* office sent from Hamilton, with a message that the monthly notes were to follow. Some delay has apparently occurred—hence nothing from Hamilton this month.

Windi-Citi-Grams

"Al" Bohenberger and his Shipping Crew established a new record for cars shipped from the Chicago Plant in October.

C. F. Mock has joined our Sales Division, taking over Nat Tycer's territory in Louisiana. Tycer has gone back to school to coach athletics.

Ann Black, of our Office Sales organization, who has been confined with pneumonia, passed on at her home Friday, November 13. She was one who gave thought to her work and worked until she completed it. We shall all miss her cheery "good morning" here in the office.

Robert Lander of the Lander Lumber Company of El Paso, Texas, was in to see how Bird's products were made and also to meet with the office end of our organization.

Andy Spiers, who is a Scotchman and won't wear rubber heels because they give too much, reported that the town of Kasbeer, Illinois, with about 100 population, has used nearly two cars of Bird's products for the year to date.

We were sorry to learn of the death of Mr. Tuscher, father of Elgin and Jesse Tuscher of our Sales Department, at his home in Litchfield, Illinois.

F. C. Armstrong of Louisville, Kentucky, spent a few days in the plant looking into the manufacture of Designed Roofing. Mr. Armstrong has been handling another line of Designed Roofing but has now decided to use ours.

John Schultz of our repair crew attended the golden wedding anniversary of his parents last week. Relatives were present from six states, including California.

Although we have been on a one-machine basis since November 1, the machines have already contributed several "non-stop runs."

Charles Wehr, who is interested in our Built-Up Roofing in Indianapolis, was in for a recent visit.

Some of the equipment for our new dry sprinkler system has arrived, and when completed Bird's Plants will be 100 % sprinkler equipped.

"If you try to fly with the night owls,
And join in their so-called play,
You cannot keep pace with the eagles
As they soar along through the day."

Floor Covering Plant

Norwood

We present our congratulations to Mr. Rouillard whose son Whitman, recently won a Phi Beta Kappa key and a class scholarship at Tufts College. It is interesting to note that the scholarship was offered by the class with which Mr. Rouillard was graduated.

Albert Ericson was married during the month. Congratulations!

Jim Stowell has been putting asbestos covering on the heating pipes in his cellar, and says it's a good thing they are asbestos as the language he uses while trying to hold two pieces with one hand and a glue brush with the other would sure start a fire in anything else.

Number four machine started about the first of the month, and is now running smoothly.

Chicago Floor Covering

The whole floor covering organization was greatly shocked, and needless to say grieved, to hear of the sudden death of the son of S. R. Reid, Southern District Manager. The following is quoted from the St. Louis Post-Dispatch:

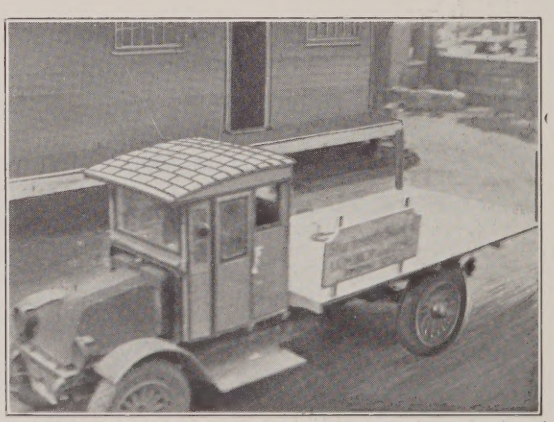
"Standing on the edge of a bathtub filled with hot water, in order to reach a faucet for a drink, Joseph William Reid, three years old, fell into the water, suffering scalds which caused his death Wednesday, November 11, at Children's Hospital, where he was taken after treatment by a physician.

"He was the only child of Mr. and Mrs. Samuel R. Reid of the Westmoreland Apartments, 5330 Pershing Avenue. The parents have departed for Tompkinsville, Staten Island, N. Y., where funeral services and burial will take place.

"Reid is district manager for the Bird & Son Sales Corporation of Chicago."

Both Mr. and Mrs. Reid have our most heartfelt sympathies.

R. A. Kent, formerly of our inside sales organization, has been transferred to the Southern District sales force. He is covering Southern Texas, the territory formerly worked by G. E. Jordan. He has our best wishes for success.



The Sturtevant-Blood Co. use Bird's Art Craft as roofing for their trucks

W. R. Williams is taking Kent's place as inside salesman. Williams has had considerable chiropractic experience and no time was wasted in utilizing his skill. "Doc" has already straightened out several kinks in the writer's back. From the way he goes at things, he will be just as apt in the art of straightening out difficulties with our Western Division dealers. We welcome him as a member of our organization.

Wilbur F. Bagley is the latest addition to our sales force. He will cover the Iowa territory.

Two of the faucet display units as worked up by Mr. Alexander at East Walpole have been sent to us and have already been used to good advantage. The Home Weaving Works and the Chicago Rug and Carpet Cleaners, both located in O'Connell's Chicago territory, have used the display with good results, as have the Schaper Stores Company at St. Louis, Missouri.

Matt Kuhl always has bragged about his children, claiming them, of course, to be the best in the land. Knowing how fathers are, we did not pay much attention to him until we saw their picture. We agree they are mighty fine youngsters and that he has reason to be proud of them.

J. F. Mettam comes to life with the following from Kansas: "A salesman's equipment for the state of Kansas should include hip boots and rubber coat. Kansas mud is wonderful. I believe I hold the record for fast driving, fifteen miles in five hours; but the old bus came smilin' through."

Matt-Edward and Dorothy Emma Kuhl, children of Matt Kuhl, Chicago Floor Covering

Messrs. McEndy, Miller, O'Connell, Westcott and Hindmarsh were fortunate enough to secure ducats for the Chicago-Dartmouth game. From the Western and Chicago man's viewpoint it was a tragedy. Nevertheless Dartmouth gave one of the most brilliant exhibitions of football seen on Stagg field in recent years. Chicago takes off her hat to them. McEndy, being a Dartmouth man, is still walking on air, but Hindmarsh isn't saying so much. Westcott, for some reason or other, felt rather pleased with the results. You might ask him why.

Tom Marshall, famous for his jokes, springs the following:

"Said the Salesman: 'What do you do with such an enormous crop of peaches?'

"Said the Farmer: 'We eat what we can, and what we can't eat we can.'

"Said the Salesman: 'That's what we do in our line—we sell an order when we can sell it, and when we can't sell it we cancel it.'"

Couldn't have been a Neponset salesman.

Main Offices

Mike Hawkins is thinking of advertising a course on "how to build garages." After witnessing the results of Homer Bower's recent catastrophe, and seeing his own garage still standing four-square to the weather, Mike says that as an engineer Homer would make a good purchasing agent.

A new system of handling telegrams is now in use, and is working out satisfactorily. The Morse instrument has been discarded and in its place we now use a direct Western Union telephone wire running to Boston. Catherine Dowdie is the new operator.

Miss Poff is now doing light housekeeping in Norwood, broadcasting invitations to "come over," but failing to give the address.

Putting a car in a private garage is a trick that calls for a quick eye and some practice. Bill Murphy has both. But the other night he left his car outside the garage all night, fearing to drive it in. His eye was just as quick, and he hadn't forgotten his practice, but the garage was occupied by a black and white animile that "wasn't that kind of a kitty."

K. B. Webber, salesman, has a Chevrolet coupe.

N. F. McCann did a little quick-change work recently, and now boasts a Tudor sedan body on a chassis where recently there was but a Ford touring tonneau.

Carlton B. Smith has joined CE sales.

A. D. Kilham sends in an interesting memo from the South: "On a recent trip through one of the soft coal sections of West Virginia with R. T. Little, Jr., of the Bluefield Hardware Co., Mr. Grundy and I counted thirteen mining camps and on most of the houses in ten of the camps, Paroid was on the roofs. Some of the camps number over 200 houses. E. A. Leonard, now manager of the Bluefield concern, started Paroid in many of these camps years ago. One group of houses has had Paroid on for about twenty years. Mr. Little is selling Paroid exclusively to many mining companies and is thus carrying on the work Mr. Leonard started years ago."

Among those attaining honor grades for the first term at the Chandler Secretarial School was Gladys Anderson, formerly in the Mill Office.

C. M. Phipps has a new Hupmobile.

C. B. Grundy, CE sales, is now driving a Ford runabout.

VN is undergoing quite a few changes. The following girls have been transferred: Martha Clem to CE, Mary Conton to G, Catharine Dowdie to Western Union telephone operator, Eva Gifford to CF, Margaret Owens to CPF and Wilma Reardon to Boston office.

Margaret Breen, Congetta Civale, Alice Connolly and Eleanor Morse have joined VN.

Miss Fales, of the Boston office, is recuperating from her recent illness on her brother's farm in New Hampshire.

Dorothy Higgins, VN, and Franklin Griswold of Middleboro were married November 18. A shower was tendered to Miss Higgins at Helena White's house.

Why trouble with stairways when the fire-escape is so handy? That's what Mrs. Holmes says, and also does. When the crowd seemed to disperse a little slowly after a recent dramatic performance in the Walpole Town Hall, Mrs. Holmes grew impatient at the delay and promptly went to an "emergency" exit and climbed down the iron stairs.

Reed D. Harvey has transferred from the mill to CF as a sales correspondent.

Larry Southwick has been among those absent lately, popping back occasionally to give us the merry but good-natured ha-ha. Larry is now bound for the Golden Gate, where he will undoubtedly take the contract for enough Floor Covering to cover the whole of California.

"Please, Santa, Bring Me—"

From FB

Jack White—a whole pack of suggestion blanks and a brand new pencil.

Ray Call—nothing for himself, but someone to buy the "bummers" their tobacco.

John Canfield—wants to know who said he wanted something.

Warren Manson—the name of the man who accused him of being a "kitten-napper."

Tony Mills—a new oil can with a steam-heated handle.

Willie Churchill—a stocking full of assorted currents for his radio. He has so many electric light wires running hither and thither about his estate that he is getting some of his concerts backwards—an 11 o'clock program at 6 o'clock and the finish before the beginning.

Bill McLauchland—a soccer score card.

John Mattson—his flivver.

Paul Sansone—wants everybody happy every night.

John Walsh—wants to know what this is all about. Wants something else, but doesn't know what it is.

Konstantin Bartaska—a plug of good old BL.

Jim Quinn—a nice little red cart to carry his tools in. One large enough for a couple of wrenches.

Fred Reed—a new safety raozr and a load of blades.

Pat Tracy—a rattle and a doll.

Arthur Duncan—a great big ship auger bit.

Dinny Driscoll—a new sail, rudder, life-saving raft, and a crew to help him.

Bill O'Donnell—wants to know what you want.

Harry Dresser—one good overcoat and a new dog, one of the wild-eyed kind.

George Smith—a four-figure number plate for his car. Suggests 1234.

Jim Poushinsky—a letter from Doc Watson transferring him to the table room.

John Foley—a pretty green flag for his new home.

John Sheehan—a bottle of chocolate milk to give to Jim Belcher.

Enrico Macchi—an invitation to sing at the Bird Club Concert.

Bill O'Donnell—a new football suit.

From DMT

Dear Santa Claus
As Christmas swiftly comes to us,
  We wish to call to mind
The needs of the gang in DMT,
  So to them please be kind.

We all believe in Santa Claus,
  That you came from the frozen North,
So polish up your jingling bells
  And visit our cozy hearth.

Jim "Hoaly" wants the universe;
  Also, to wash up, a sink.
Jim Kivlin, an ivory comb and brush;
  The "Skipper"—some brains to think.

Jim Curran wants a new road bed
  Laid on the beater room hill;
John Donahue, a sack of tobacco strong,
  His corn-cob pipe to fill.

"Little Jimmy" wants his Sergeant's stripes;
  While Tim Curran says, "Aw Shucks!"
And Jack Fitzgerald, some reducing pills;
  While Solbo needs ten bucks.

Joe Kane would like some dancing pumps;
  John Costello wants a knife;
"Pete" Folan, a "kitty" black and white,
  And John Curran needs a wife.

Gray needs some lengthy underwear
  To reach somewhere near his knees,
Because riding on that jitney
  Sure gives him quite a breeze.

Ed "Fitz," a book on "How to Duck"
  The bass when he should see;
O'Donnell, a plug of Apple Jack—
  He always chews O. P. (other people's).

"Ealey" Connolly needs a shot of pep;
  Yuhaskey, a set of books;
Poulausky, a large-sized pair of gloves
  To cover his massive hooks.

Now, Santa, you have all their needs,
  We think them quite enough;
We send their wants in early,
  So please come and do your stuff.

From the Box Shops

Sam Gladding—a new puddle-hopper that won't have to be pushed through the square to start it.

Roliy Myer—a new rattle for his Dodge. He's lost the old one and misses it like time.

Fred Gifford—a customer for a one-hand Ford.

Hal Johnson—a pair of snubbers for late model Chev. Now needed since he has added Joe Engley of EF to his passenger list.

Al Kendall—monkey wrench, so he can regulate his Swiss alarm clock to keep time with the town clock.

From Floor Covering

Rouillard—four or five days' more vacation.

Stowell—a copy of "How to Increase your Vocabulary."

Ed Lines—another new hat.

Ralph Wight—a new raincoat.

Frank Maguire—a pair of he-man's overalls.

Jack Alcott—plenty of visitors.

Huggard—roller skates, so he can watch all four machines at once.

Health

ABOUT one-fifth of the American people are burdened with overweight. This amount of excess weight is a real impediment to active, vigorous life and a threat to health and longevity.

Only in very recent years has science come to realize the potential dangers of excessive fat, and there is good reason to believe that in this matter, as in all other medical matters, prevention is far better than the cure. Success in each individual case of those already overweight who desire to reduce depends upon the will power of the individual. If you enter the reducing game, stick to it.

Our hospital has a Fairbanks scales and height and weight tables for both men and women. Check up your weight. If you are already overweight, learn how to reduce. If you realize that you are becoming "stout," find the way to avoid this.

Get the booklet "Overweight, Its Cause and Treatment" from the hospital. The suggestions contained in this booklet are the result of several years' work with employees of the Metropolitan Life Insurance Co. who were overweight. The system, therefore, is beyond the experimental or theoretical stage as actual results have proved the efficacy of the course of treatment outlined in its pages.

Your health, leaving out all the elements of appearance, is certainly worth the effort involved in trying to lose the extra load of surplus pounds.

Business Briefs

4. What are *Fixed* Assets of a Corporation?

THE fixed assets of a corporation are those assets which represent permanent investment, such as *land*, *machinery*, *buildings*, etc. Quick assets were those assets which are involved in the making of goods and acquiring cash. *Fixed* assets remain in their original form until they are sold or depreciated and usually represent the *plant* investment, by use of which a manufacturer can make and sell goods.

Certain of the fixed assets, such as *machinery* or *building*, become less valuable and it would be wrong for a corporation to carry them among its assets at original value. Therefore a reserve is set up called a depreciation reserve, which is deducted from the cost of the original assets to show their sound value, or present value at any given time. This means that the cost of goods must include an amount for depreciation so that it will be possible to replace the plant when it becomes too old to compete with more modern plants or to make such large repairs as may be necessary to keep it in up-to-date condition.

Land, of course, may grow more valuable; likewise such items as water power rights and other assets of a permanent nature which may have been bought in the course of business. A conservative corporation does not carry these items on its balance sheet at anything more than their original cost. On the other hand, some corporations which may not be so conservative sometimes appraise their fixed assets at higher figures than their cost and show these figures accordingly. This may be all right if the appraisal is done by a company of reputation, but many appraisals are liable to represent over-inflation.

Certain other assets may be considered along with fixed assets, such as money spent for patents, money paid for development, and other investments which will probably never be sold for cash. Such assets may be necessary for the business and may be quite valuable to it, but only so long as it is a going concern. As a rule fixed assets are those which the name implies, i.e., money originally invested and tied up in a permanent way, valuable to the company so long as the assets are used in the business for which they were intended.

"A One Way Street"

There is only one road to the town of "Success";
The name of the road is "Work";
It has room for only honest guests;
Traffic's blocked to those that shirk.

The road is open all hours of today;
It heeds neither time nor date,
And now is the time to start on your way,
For tomorrow will be too late.

38-Year-Old Tree, After Hectic Life, Gets Pensioned to Park

Moving the old tree from the Square to Francis William Park

WE were planning a story on the moving of the tree in front of Bird Hall, but Mr. Bartlett has written such a good letter that we're going to let it go as the story.

To the Editor of the Neponset *Review:*

"When going over to the Tiot Lunch this noon, I noticed that the old chestnut tree fronting Bird Hall was being excavated. I understand from the workmen it is going to be planted in the Memorial Park, certainly a most fitting place, and I do hope that the job will be done so well that this old tree will have a new lease of life and will last for many years to come.

"I recall the very time when this tree was planted. As near as I can recollect it was in 1887, under the direct supervision of Miss Mary R. Bird, who was then President of the East Walpole Village Improvement Society.

"It might be interesting to your readers to know that this Improvement Society was founded soon after I came here in the 80's, and they were responsible for the maintenance of some 16 to 18 street lanterns which were the only lights we had in the village outside of those used in the homes. We were responsible for planting practically all of the maple trees that are on the main streets between the Norwood line and the Lewis Farm. This also included a great many of the elms, and the old horse chestnut was one of the trees that were planted at the same time.

"This one has had many vicissitudes due to its location. I recall it has been run down by teams several times, nearly chewed up by horses and, lastly, somewhat injured by autos. The country store which was run by Mr. John F. Freese, now of Allston, was frequently broken into by burglars, who invariably blew open his safe, and in one of these escapades part of the safe door was blown out through the front window and took the top of the old chestnut with it, landingit some where up near the railroad track." E. H. Bartlett.

Two Bowling Leagues Will Help Athletes Keep in Trim

WITH two bowling leagues going strong, Bird & Son athletics haven't gone into hibernation at any rate. Nor has the Bird & Son team in the Manufacturing League been caught napping. The triple tie for first place looks like action, all right.

Here's the standing as of November 20 in the Manufacturing League:

The Bird & Son Bowling Team. Back row, left to right: Stan Bailey, Clarence Mattson, manager, Bill Murphy, Maurice Tarr. Front row: Jim Dine, Howard White, Charles Flower. Not in the picture—Harold Higgins

	Won	Lost
Bird and Son	13	3
Plimpton Press	13	3
Berwick & Smith	13	3
Hollingsworth & Vose	11	5
Bird Machine	9	7
Fleming	8	8
Curity	8	8
Winslow's	3	13
Cushing	2	14
American Glue	0	16

And while the "big league" teams have been fighting it out, a smaller but just as active Bird & Son League has been keeping the balls a-rolling. Four teams are entered, one each from the No. 1 Box Shop, No. 2 Box Shop, Building and Roofing Mill and Floor Covering Mill.

Following is the standing of this league as of November 20:

	Won	Lost
Floor Covering	5	1
No. 1 Box Shop	4	4
No. 2 Box Shop	4	4
Building and Roofing	3	5

Veterans' Roll of Honor

WE give below a list of those whose fifth, tenth and twentieth anniversaries come during December, together with the names of our veterans who complete over 20 years of service during this month:

			Yrs.
John Hammerli	Phillipsdale	Dec. 1, 1889	36
August Hilderbrandt	Beaters	Dec. 24, 1889	36
A. R. Jenkins	Floor Covering	Dec. 13, 1894	31
Harry Mann	Experimental	Dec. 1, 1901	24
Robert Roy	Bldg. and Roofing	Dec. 27, 1905	20
Frank Mello	Phillipsdale	Dec. 1, 1915	10
W. A. Nicholson	Bldg. and Rfg. Sales	Dec. 10, 1915	10
S. J. Riordan	Oiling and Cleaning	Dec. 16, 1915	10
Joseph D. McGregor	Bldg. and Roofing	Dec. 16, 1915	10
Patrick Feeney	Bldg. and Roofing	Dec. 17, 1915	10
Victor Makela	Bldg. and Roofing	Dec. 24, 1915	10
John Burhoe	Power and Steam	Dec. 27, 1915	10
William Mannimon	Floor Covering	Dec. 3, 1920	5
Patrick Daley	Floor Covering	Dec. 29, 1920	5
Adolf Adamonis	Phillipsdale	Dec. 8, 1920	5

Safety—

Watch for Coming Announcement!

BIRD NEPONSET PRODUCTS

Box Division

Solid Fibre and Corrugated Paper Shipping Cases — NEPONSET Shoe Cartons
NEPONSET Waterproof Paper Flower Pots — Tack and Screw Boxes

Special Paper Division

Shot Shell Cartridge and Wad Papers — Rocket Paper — Black Tube Paper — Torch Paper
Bird Wadding — Gray Index Cardboard — Jacquard Board
Felt Papers for Special Purposes

Floor Covering Division

NEPONSET Rugs — NEPONSET Floor Covering — NEPONSET Rug Border
Lining Felt

Building and Roofing Division

Shingles

NEPONSET Twins — American Twins — NEPONSET Double Twins — American Double Twins
Hexagonal Twins — Lock-Butt — Individuals

Roll Roofing

Paroid — Art-Craft — Shingle Design — Slate Surfaced
American Ready — Universal

Building Papers

NEPONSET Black — Saturated and Coated — American — Economy

Wall Board

NEPONSET Board, Cream White — American Board

Specialties

Asphalt Felt — Paroid Built-up Roof — B. & S. Deadening Felt
Plastic Cement — Roof Coating

BIRD & SON, inc. — **Established 1795** — **EAST WALPOLE, MASS.**

BIRD
NEPONSET
PRODUCTS

The NEPONSET Review

HOLIDAY NUMBER

Edited and Planned by Employees of
BIRD & SON, inc., East Walpole, Mass.

Hearty Christmas Greetings.
Good Wishes for the New Year

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.; Phillipsdale, R. I.

Floor Covering Plant
Norwood, Mass.

Roofing Plants
Norwood, Mass.; Chicago, Ill.

Box Factories
East Walpole, Mass.

Executive Offices
East Walpole, Massachusetts

Branch Offices
Boston, New York, Chicago, Philadelphia, Atlanta, San Francisco, Minneapolis, Columbus and Paris, France

Warehouses
New York, Chicago, Philadelphia, Detroit, St. Paul, Atlanta, Dallas, Denver, San Francisco and Paris, France

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Officers and Directors

President CHARLES S. BIRD — **Vice-President, PHILIP R. ALLEN**

Sec. and Treas., HERBERT H. MILLER

General Sales Mgr., PHILIP R. ALLEN
Asst. to Vice-Pres., RICHARD C. FLOYD

Roofing Sales Division
Manager, PHILIP H. BAILEY
Eastern Manager, WILLIAM E. HALE
Southern Manager, AUSTIN D. KILHAM

Box Sales Division
Manager, CHESTER H. ANDREWS

Special Paper Sales Division
Manager, ELMER H. BARTLETT

Western Roofing Division
Manager, FREDERICK H. HIRD
Assistant, WILLIAM W. WILSON
Superintendent Chicago Plant, BENJAMIN H. ROBERTS
Southern Sales Manager, ROBERT D. PETERSON

Assistant to President, DONALD A. CHASE

General Manufacturing Mgr., GEORGE R. WYMAN
Asst. Manufacturing Mgr., SPENCER B. MONTGOMERY
Purchasing and Traffic, ALLEN H. RUSSELL
Assistant, MICHAEL J. HAWKINS
Plant Engineer, CHARLES W. CONRAD
Chief Chemist, EUGENE L. CONNOLLY
Supt. of Planning, PHILIP N. HILLS
Supt. E. Walpole Plants, STEPHEN W. SMITH
Asst. Supt. Box Factories, JAMES B. MAGUIRE
Supt. Phillipsdale Plants, THOMAS G. HENDERSON
Supt. Norwood Plants, EDWIN M. LINES
Asst. Supt. Floor Covering Plant, RALPH M. WIGHT
Asst. Supt. Norwood Roofing Plant, ELI L. CHAMBERLAIN

Labor Bureau Manager, BENJAMIN D. ROGERS
Asst. Treasurer and Credits, DIMON E. MERRILL
Auditor, AXEL H. ANDERSON

BIRD AND SON SALES CORPORATION
(Floor Covering Sales)

Officers and Directors

President, PHILIP R. ALLEN — Vice-Pres. and Sales Mgr., H. EUGENE SAWYER, JR.
Sec. and Treas., HERBERT H. MILLER

Eastern Manager, WILLIAM B. ROGERS, JR.
Western Manager, RALPH W. WESTCOTT
Pacific Coast Manager, L. K. SMITH

Makers of Quality Products Since 1795

The NEPONSET REVIEW

Holiday Number

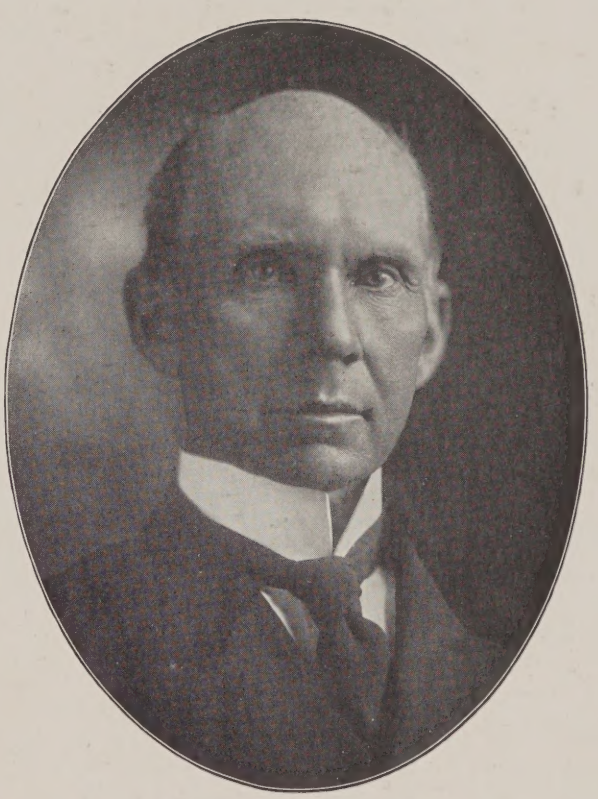
Mr. Bird's Annual Message

IT is difficult to realize that one year has passed since I wrote my last Annual Greeting. For Bird & Son it has been a year of financial prosperity. Better still, the co-operative spirit in our organization has grown even stronger.

I was deeply disappointed not to be able to attend the annual banquet of the Old Timers' Club which, as you know, was created by the long service men of Bird & Son. These men realize the problems we have faced in the development of this business during the past 50 years. Many of these old comrades and co-workers can look backward almost to 1877, the year your President came to this business. They remember the little paper mill nestled between the banks of the picturesque Neponset River, the mother mill, so to speak, of our future extensions. It is interesting to note that this mother mill handled a tonnage (inward and outward) of 20 tons per day, while her children, our present plants, handle over 2,000 tons per day.

It is satisfactory to know that during these years of substantial prosperity we have made no use of high finance. Our success has been achieved, mainly, by fine co-operation and hard work, supplemented by the policy of paying moderate dividends, thus strengthening our financial structure by ploughing the bulk of our earnings into our business.

Our future, as I see it, is very bright. We must, however, keep close to the course we have pursued. Quality, rather than quantity, should be our watchword in the future, as it has been in the past, and yet, of course, we must manufacture in large enough quantities to produce at the lowest cost; that we do today. Let us not forget that hard work counts more than genius. It has done the most to up-build our business.

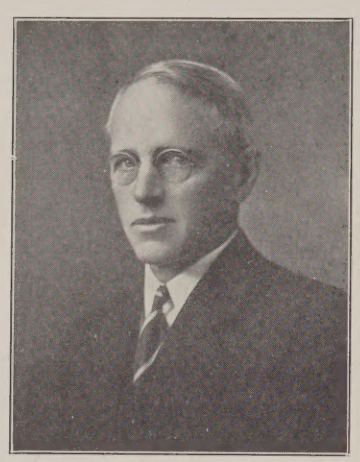


It has been an inspiration and a pleasure to work with the men and women with whom I have been associated in the past years.

A Merry Christmas and A Happy New Year!

Charles S. Bird

From the Sales and Manufacturing



By Philip R. Allen

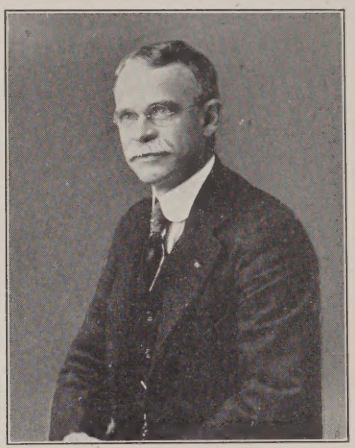
I asked one of our men the other day in what way he thought Bird & Son, inc., was different from other corporations. Hesitating a moment, he said that he hadn't realized we were a corporation; that it seemed to him we were more like a big family of workers. Of course, we all hope that this is true, but some of us have wondered whether, growing as fast and as big as we are, we can maintain and practice the ideals and the spirit of this old institution.

Why do I believe that we can? Because we have an institution almost as old as these United States, founded by that pioneer, George Bird, when George Washington was our first President. We have, therefore, a heritage from the past, rich in ideals and traditions. Yet these alone do not build a great industry. A leader is always found at the head of every great enterprise, and so we find at the head of ours, Charles Sumner Bird, a man of outstanding personality and rugged New England character, a real leader—with vision and courage to "do things."

Someone will ask, what is this spirit of the institution you talk about? It *is* somewhat intangible, but no one can work here without feeling it. There is a wonderful spirit of honest effort, of fairness, of helpfulness, of team play between the different departments, of friendly and neighborly feeling between individuals, in evidence every day of the year. With such a leader and with such a spirit, this business has grown and is still growing along sound lines of development.

1925 has been most successful. The volume of business done is larger than last year. Nothing can make us all any happier than the fact that we have kept the mill wheels turning continuously. We will not predict but simply say that all indications point to a good business in 1926.

I am glad of this chance to send Best Wishes for Christmas and A Happy New Year to All of the large family of Bird & Son, inc.



By George R. Wyman

Practically everything worth while has been accomplished by work. It has been said that there is too little work being done in a day now, as compared with years ago. Be that as it may, the fact remains that it is the "day's work plus" that means success.

You know that Thomas Edison works well into the night. No one will dispute that he does the "day's work plus." The Old Timers, as well as others here, know that Mr. Bird, when he took over the Bird Mills, worked seventeen and more hours per day at the mill, more hours than he would ask an employee to work. He always sets the example of the "day's work plus."

It is pleasing to note the interest shown in the Mill Office where, many times, it is after hours before the employees realize it is time to go home. At our Norwood plants, we have many interesting problems, due to the rapid development of the newer products of our business. Mr. Lines has a meeting with assistants in the Brigade Room directly after the day's work is finished, a friendly chat, a smoke, and a discussion of the daily problems. A meeting of this kind, wholly voluntary, shows the spirit of the "day's work plus."

The Manufacturing articles, headed by Mr. Montgomery and sent in by superintendents and foremen, show that this spirit permeates the whole institution. It is no uncommon thing to hear the remark: "Thinking it over last night, I decided to do so and so today."

The Manufacturing slogan for 1926 is going to be "The day's work plus." In laying out our program, we are going to take into consideration the high efficiency of our present machinery and organization, and then go out and see if we can beat it.

I wish you all a Merry Christmas and a Happy New Year.

Production Costs Lowered at Building and Roofing Plant

P. H. Bailey Strikes Keynote of Sales Department—"We Can See Nothing But All Records Smashed, During 1926"

THE products of the Building and Roofing Mill are probably the best known of all Bird & Son goods. With Paroid Roofing leading the list as one of the oldest and most established, the products made at this mill include Shingles of many sizes and shapes, Roll Roofing, Building Papers, Built-up Roof, Deadening Felt, Plastic Cement, Asphalt Felt, and Roof Coating. Wall Board is sold through this division, but is actually made, for the sake of convenience, at the East Walpole plant.

Careful attention to items of waste and expense and a setting of new records in low production costs are the outstanding achievements at the Norwood Building and Roofing plant.

Those in charge of Building and Roofing activities. Back row—left to right: George E. Smith, D. B. Kimball, W. E. Hale. Front row—left to right: E. L. Chamberlain, P. H. Bailey, E. M. Lines. Insert, A. D. Kilham

E. M. Lines, superintendent of the Norwood plants, and E. L. Chamberlain, superintendent in charge of the plant itself, are justly proud of the machine department, which has increased its rate of production and has done this by such steady and consistent performance that the waste has been reduced nearly 500 tons over 1924.

P. H. Bailey, sales manager, strikes the keynote for his department with the statement, "The Building and Roofing sales department can see nothing but 'all records smashed in 1926.'

"New building promises to equal this year's volume and that means shingle sales and more shingle sales. Re-roofing can be no less active than in 1925 and the suitability of our specialties for this work is so pronounced that we should secure an increasing volume of sales."

L. L. Thompson, as assistant sales manager, with headquarters in Washington, has kept closely in touch with the Federal Specification Board which is now engaged in the revision of specifications for prepared roofing.

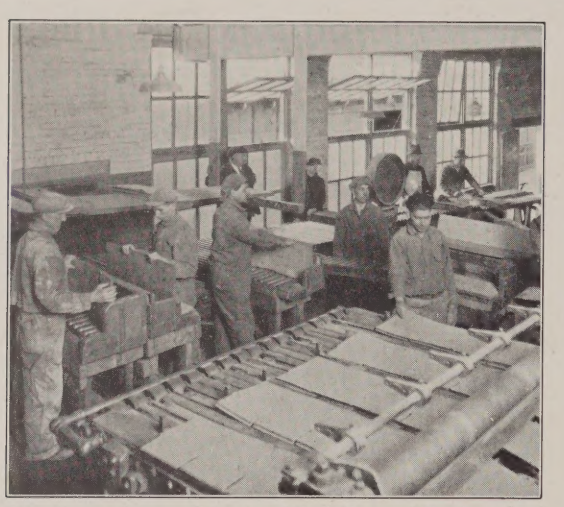
W. E. Hale has brought the Eastern sales division to a point where the various sales territories are better proportioned than ever before. Some of the larger territories have been cut down in area so that more salesmen can operate.

The Southern division, in charge of A. D. Kilham, has shown a good percentage of increase in 1925 and will show a larger increase next year. Florida comes into Mr. Kilham's division and perhaps nothing need be said about the Florida boom and the volume of sales that this boom will add to the Southern division.

At the mill, the finishing department has effected economies by changes in process. A rearrangement of conveyors on the shingle machine saved considerable labor in shingle finishing. Printed wrappers have cut out the expense of pasting labels and rehandling the wrappers so many times. The packing of nails has been transferred to the finishing department and much expense of handling has been eliminated.

Both mechanical and electrical maintenance work has been carried on in such a manner that we have not been forced to spend as much money as in previous years for plant upkeep and repair. The whole mill is in first class condition.

George Smith reports clear sailing for the planning department and states that the shipping



Shingle machine and Norwood Building and Roofing plant

Applying Lock-Butt shingles on a Malden, Mass., home

department has handled a larger tonnage and has done it with no loss in service to customers. Early in the year, a rearrangement of the "gangs" increased their efficiency.

The asphalt treating and handling departments have held up their end and assisted in the effort for better quality.

The new steam line from the East Walpole boiler plant has made a vast change in the boiler room and has given us steam at a much lower cost than we could generate here with oil.

Our laboratory has extended its watchfulness of quality and our product today is the best that it has ever been. Mr. Kimball points to a big step in roofing research in the installation and development of an accelerated weathering tester.

Some new products have been added to our standard-lineup during the year. Lock-Butt shingles have shown their value and we consider them the best single thickness shingle in the market today. The new Hexagonal Twin, although not to be manufactured until next year, can rightfully be called a development of 1925. The addition of Art-Blendes unquestionably marks the beginning of a wonderful improvement in asphalt shingles.

Paper Machines Attain Highest Production Ever

S. W. Smith and T. G. Henderson Proud of Mill Attainments. E. H. Bartlett Reports Sales Conditions Stable and Outlook Good

NEW production records feature the Special Paper division's accomplishments for 1925. These records reflect, in turn, a greater demand for all our products, since the various forms of paper we make are in a large measure consumed by our own mills.

Those paper products which we do not use ourselves include Cartridge and Wad papers (for use in shotgun shells), Rocket paper, Tube and Torch paper, Index Board ,Wadding, and Jacquard Board used in weaving mills.

S. W. Smith, in commenting on the production records, points out that they were accomplished without enlargement in machinery or increase in equipment, so that credit can justly go to those responsible for the operation of the machines and their auxiliary units.

One of our larger machines has increased its daily average over twenty per cent during the last year and all machines show creditable increases. Mr. Smith gives credit to Carl Schaier and his entire organization. He would like to list the names of those especially responsible, but that would mean giving a roster of the entire Main Mill, for, as he says, "the machine tenders made their records because every man on the machines did more than his job demanded. The backtender who found that the machine could be speeded up, and the beater man who gave them the right paper stock all contributed to the final success."

T. G. Henderson, superintendent of the Phillipsdale mill, has an equally fine record to show. The production at his mill has increased an average of over five tons a day during 1925. He also gives the credit to his assistants, Messrs. Eaton and Salisbury, and the entire organization. He states that the mill received real help from Mr. Chamberlain, with his laboratory work.

For the sales, E. H. Bartlett, sales manager, and W. E. Hicks in the field, report a business situation more satisfactory in a great many respects than at any time for several years, at

least, dating back to just prior to the great World War.

"This country at least, and I think we can safely say the world as a whole, is over the hysterical stage; fluctuations of staple products are of the past; contracts and agreements are sacredly kept," says Mr. Bartlett. "No abrogations are now experienced as in 1917–18. We are manufacturing and customers are buying wisely and conservatively and whatever growth and increases are made are healthy.

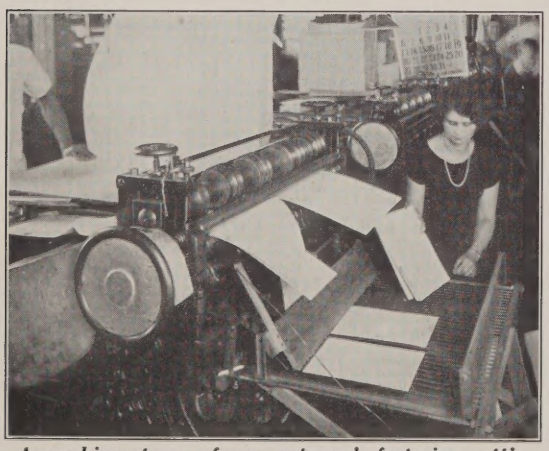
"Those who are involved in the manufacturing and production have made and are continuing to show a vast amount of improvement in cost, qualities and quantities, and so much so at times that reflections are apparent as to whether some of us who are responsible for the marketing of finished goods are as much alive to our duties. Competition is keen and this is really as it should be to keep us up to the minute and ever alert, progressive and surrounded with a personnel of unquestioned integrity and of good business ethics.

"When the individual becomes a partnership, then follows the corporation, with the tendency in many cases to a soulless, heartless, incorporated arrogance, but we earnestly pray to avoid this evil and still remain and be known in the business circle as a large institution with a big heart, still human, still treating the small man of today on a par with the big man of tomorrow, fairly and squarely as was ever the purpose and intent of the founders of Bird & Son."

The Special Papers division personel. Back row—left to right: W. F. Geary, R. A. Wilkins, W. E. Hicks. Front row—left to right: S. W. Smith, E. H. Bartlett, Carl Schaier. Insert, T. G. Henderson

Both superintendents point proudly to new daily production records. On June 17, East Walpole, No. 5, produced 111 tons and on December 3, Phillipsdale produced 104 tons. No other mills in the country can show better records for equal conditions. In 1924, 100 ton days were rare at East Walpole, but in 1925 they had to come regularly, else Carl Schaier was out to find the reason why. Neither do the superintendents forget the handling, sorting, transfer and waste water departments for their contribution in taking care of the larger tonnage produced.

At East Walpole, the second Shartle engine was started during the year, No. 1 sorting room was given a thorough renovating with three new



A machine at one of our customer's factories, cutting index board for use in filling cabinets

One of the beater rooms, where raw stock is converted into pulp

tubs in the Allen mixers, new floor timbers and floors throughout. Vickery Cleaners were put on the paper machines.

At Phillipsdale the cutter room was given a new layout, independent stoker drive and a new ash handling equipment put in the boiler room, two new iron tubs replaced worn out beaters, and two Vickery Felt Conditioners were put on the paper machine.

The bulk of the paper from the East Walpole mills is used in our box shops, but a good tonnage goes to our finishing mill, where it is given further processing. The notable achievement in this department, according to Ralph Wilkins, is the reduction of waste and operating expenses by Geary and his organization.

Floor Covering Equipment Finest in Country

"1925 a Period of Readjustment" says H. E. Sawyer, Jr., "Our House in Order and Expect Satisfactory Business for 1926

ACCOMPLISHMENT at the mill and expansion of the Sales department are the outstanding features in the review of the Floor Covering division, which deals in Neponset Floor Covering, Rugs and Rug Border. The most visible evidence of mill accomplishment is in the new buildings and machinery, foremost among which is the complete new unit, which doubles our capacity for producing rugs.

The quality of construction of the new unit is, we believe, unique among all floor covering manufacturing plants. The machine room, which is all brick and steel construction, has a clear unsupported space, 105 feet by 133 feet, and ovens are of a new type of fireproof construction.

Complete new units have also been built for the paint manufacturing and oil-boiling sections. With the new paint-making equipment we are now one of the largest manufacturers of this product in New England, although we produce solely for our own use.

New buildings for storing and shipping, a large increase in the production capacity of the Rug Border department and a machine for making a larger size of rug border complete the outstanding improvements in mill equipment.

Further indication that the Floor Covering division has hit its stride comes in the report of H. E. Sawyer, Jr., sales manager.

"The year 1925 must be looked upon as a period of readjustment in the hard surfaced floor covering industry," he says. "Mergers which took place between certain manufacturers in the fall of 1924 created considerable confusion.

"Being specialists in felt base products only (with no linoleum production) our position during 1925 has been relatively favorable. The loyalty of our customers and efforts of our salesmen and organization both in the East and in the West have kept our factory running steadily."

He points out that one of the most gratifying results this year in the Eastern division has been the addition of a large number of new customers. It is reasonable to expect that these customers will use considerably more merchandise in 1926.

W. B. Rogers, Jr., sales manager of the Eastern division, has spent a great deal of time this year in adding to and improving the personnel of his sales force. His organization is in much better shape than a year ago, and is capable of producing a considerable increase in sales.

This year marked the introduction of our Floor Covering products into many parts of what is known as our Western division. Heretofore our efforts had been confined to more intensive development of territories near the Chicago office.

Western Division Expanded

R. W. Westcott, in charge of the Western Sales division, has this year expanded his organization and has succeeded in adding a large number of new customers. Mr. Westcott's organization, in size and volume of business, is very rapidly approaching that of the Eastern division.

The change which enabled us to combine our Chicago office and warehouse at our present location on North Canal Street, has resulted in a great improvement in service to our customers and more efficient handling of their orders.

Further development in service to customers has been made in the Sales Service department, under the direction of C. W. Alexander.

Mr. Alexander's time has been devoted to the working up of attractive window and department displays, and initiating a series of dealer helps in the form of illustrated letters, folders, etc., with which to circularize mailing lists. Efforts along these lines have been of great assistance to such of our customers as have used them.

Most of Mr. Alexander's work has been within the Eastern division. This work had been so effective that we have recently added E. J. Canright to our Western division in order to feature the same kind of service there.

"1926 has all the indications of being an extremely competitive year," says Mr. Sawyer, in closing. "We look forward, however, to much

more favorable conditions than those which existed during 1925. At times like these the manufacturer who is specializing on one product, and whose organization is compact, should enjoy a considerable advantage.

"We believe that our house is in order, and anticipate a very satisfactory business in 1926."

In a review of the manufacturing end, we find that at the beginning of the year E. M. Lines, superintendent of the Norwood plants, resolved to accomplish certain definite tasks which he believed could be put behind us.

A goal was set to increase the quality of our product by more efficient use of materials and by greater exactness of control of the details of each department. In this work B. H. Bailey and those working with him have increased the uniformity of every process to a marked extent.

Mr. Lines also calls attention to the progress made through the use of standards for the control of materials. A substantial saving has been made.

Mill and office executives of Floor Covering division. Back row—left to right: J. F. Maguire, C. W. Alexander, S. J. Taylor, J. E. Alcott. Front row—left to right: R. M. Wight, H. E. Sawyer, Jr., E. M. Lines, W. B. Rogers. Insert, R. W. Westcott

Through organization and skill in grouping of men and in the greater use of tractor and trailer equipment, the shipping department has made a reduction in costs.

J. E. Alcott, in matters of design of patterns and scheduling of them on the print machines, has been of great help in co-ordinating the work of the sales and manufacturing departments.

In the large building program undertaken during the year, C. W. Conrad assumed the burden of providing the finest buildings and equipment in use in the industry.

The heart of the mill is in the Laboratory. Here, ideas are put into concrete form—a single

The wood blocks for printing Floor Covering are cut by hand at our Norwood plant

Things to Give at Christmas

To your enemy, forgiveness; to your opponent, tolerance; to a friend, your heart; to your father, deference; to your mother, conduct that will make her proud of you; to yourself, respect; to all men, charity.

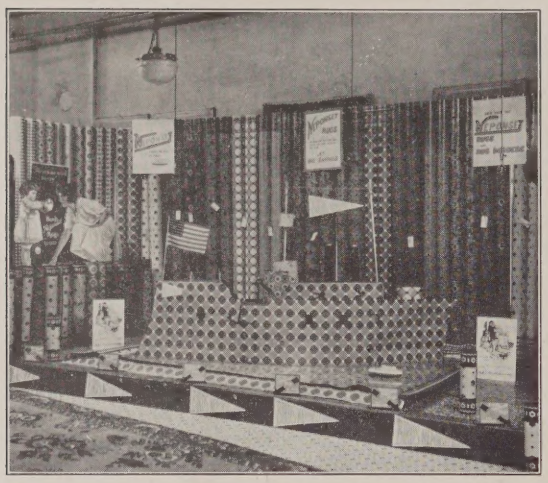
Things to Keep

Tempers, sunny dispositions, your smile, secrets, and your hair.

Old Christmas Returned

All you that to feasting and mirth are inclined,
Come, here is good news for to pleasure your mind:
Old Christmas is come for to keep open house,
He scorns to be guilty of starving a mouse;
Then come, boys, and welcome for diet the chief,
Plum pudding, goose, capon, mince pies and roast beef.

Old Carol.



Bird's Neponset Floor Covering defies water and wear, and can even be used for a battleship, as this window display shows

idea was converted to a saving of $20,000, and at the same time quality was improved. Frank Maguire and his assistants have developed an unusual spirit of cooperation in their relations with the mill.

The co-ordination of all these efforts of the various departments and the direction of mill activities, along with the problems incident to the construction of the new additions, has been carried on by Ralph M. Wight, superintendent of the Floor Covering plant.

In brief, the quality and appearance of Neponset Floor Covering products have been improved. New products, including heavy weight plain floor covering, a line of light weight floor covering and a new size of rug border have been added. Mechanical and building equipment has been enlarged and improved.

Truly a year of great accomplishment.

New Corrugated Plant Features Box Division Report

Solid Fibre Output Greatest Ever, With No Added Equipment. Shoe Carton Shows Gain. All Departments Helped

YEAR ago, according to C. H. Andrews, Sales Manager of the Box Division, we were beginning to make our plans for disposing of the production of the new corrugated plant, fully realizing that a lot of work was ahead to get this entire new proposition under way in the new year. That the work was productive of results is indicated by the fact that sales of both solid fibre and corrugated cases this year have exceeded expectations.

The sales of shoe cartons have exceeded the estimate by something over 40%. This is due partly to an improvement in conditions in the shoe manufacturing industry, but more to the addition of new accounts. Mr. J. P. Dolan has put in a lot of time on this particular proposition and to a very large extent handles the sales work on this product.

The outlook for further increasing this business in 1926 is good, as we have a number of interested prospects with whom we are now working. Our other folding box products have shown good volume through the year and we are looking forward to a substantial increase in this volume as well, for 1926.

J. B. Maguire, Assistant Superintendent of the Main Mill, and R. L. Tupper, general foreman of the No. 1 Box Shop, where solid fibre and corrugated cases are made, also point to the starting of the corrugating department as the most noteworthy event during 1925.

Bird & Son is the pioneer in the method of corrugating the board on a wide corrugator which takes one width of paper for all combinations.

Although Bird & Son has been in the corrugated game for a comparatively short period, we have already taken our place among the leaders of the industry. This holds true both in production records on the machines and in small percentage of waste.

As for quality, there is no doubt but that the Bird Corrugated Case is one of the finest on the market today.

The solid fibre case production for 1925 has been the largest of any year to date, although no equipment has been added. Great credit is due the foremen and operators for increasing the efficiency of the machines which has brought about this increased production.

The waste in the solid fibre department has also been brought down to a lower figure than last year.

Production of wallboard for 1925 took an unexpected spurt. Figures for a ten-months period show an excess over the estimate by a very large amount.

O. J. Goodspeed, who schedules paper and boxes, says that this large tonnage has taxed the paper machines to the utmost to supply the demand, and only by record-breaking runs, made time and again on both No. 2 and No. 5 machines, have we been able to keep going. This shows that the planning departments have had to keep on their toes every minute in order to adjust the paper machines' runs to the box shop productions.

In the No. 2 Box Shop, S. W. Gladding reports that the shoe carton department has shown the greatest gain during 1925. The use of the Bird & Son type of shoe carton is apparently becoming more popular with an increasing number of shoe manufacturers. The quality of the Bird & Son shoe carton is well known, and with the automatic machinery which was developed during the past year, we should be able to develop even to a greater extent the market for this product.

The shipping departments have been taxed to the utmost in handling the increased tonnage. The detail of handling the corrugated orders has been carried out exceptionally well considering the number of pieces that go to make up an average order of corrugated cases.

This increase was something new for both shipping departments, but it was well met with practically no increase in the number of man hours.

In commenting on the progress of this division during the past year, S. W. Smith says, "The Box Division is growing in importance with us. The new corrugated plant has added to the completeness of our line. Only Mr. Maguire and those working with him know the infinite detail of that section of our manufacture. The other divisions, with continuous processes, do not know the problems of a make-to-order business."

The men in charge of the Box division. Back row—left to right: J. P. Dolan, R. L. Tupper, S. W. Gladding, O. J. Goodspeed. Front row—left to right: J. B. Maguire, S. W. Smith, C. H. Andrews

Bird & Son's Duty

"Bird & Son produces goods because it is the means by which over 2000 persons can earn an honest living, and this productivity is the means of livelihood for over 8000, wage earners and their dependents. An entire village depends on us and our productive ability. We must not fail them."

Stapling machines in No. 1 Box Shop

A few of the boxes made in our factory

General Manufacturing Staff Reports Year of Progress

"Most Satisfying Result is Increasing Number of Employees Who Look at Jobs with Owner's Viewpoint" says S. B. Montgomery

The General Manufacturing Staff. Back row—left to right: P. N. Hills, E. L. Connolly, C. W. Conrad, M. J. Hawkins. Front row—left to right: A. H. Russell, G. R. Wyman, S. B. Montgomery

THE manufacturing divisions of Bird and Son comprise four major production departments, all coordinated by Mr. Wyman, general manufacturing manager, and his staff. Each of the production departments is given space elsewhere.

At Mr. Wyman's right hand sits S. B. Montgomery, assistant manufacturing manager, who summarizes the manufacturing situation as follows:

"The past year has been most satisfactory from the manufacturing point of view. Every department has shown excellent progress and many have established new records. The most satisfying aspect is the increasing number of employees who look at their jobs with the owners' point of view. Foremen generally have taken increasing interest in the success of their respective departments. Among the men and women throughout the mill there has grown up a friendly rivalry and earnest endeavor to surpass others in their work.

"In our endeavors to produce at the peak of our capacities and at the lowest costs possible, we have not forgotten quality nor service to our customers, for we all realize that the good will of those we serve is essential to ultimate success."

Under the direction of the manufacturing manager also fall various staff departments which, while not actually producing goods, are nevertheless vital elements in the work of the production units.

One of these, the Purchasing and Traffic department, might in fact be called the "Alpha and Omega" since it comes both at the beginning and end, buying raw products at the start, and seeing that the finished goods are properly distributed at the end.

A. H. Russell, purchasing agent, reports the work of his department as having been along the usual lines, endeavoring to secure an adequate supply of material for our different departments at reasonable prices, and at the same time keeping our stocks turning over as frequently as they should.

Upon the shoulders of the Traffic department fall four distinct tasks, which involve serving the Purchasing department by keeping the various production units supplied with fuel and materials as near to schedule as possible; keeping in touch with shipments from the Sales departments; aiding the Accounting department through the adjustment of freight claims; and helping the railroad by following loaded cars for prompt release and outloading.

Greatest Railroad Traffic Ever

M. J. Hawkins, head of the Traffic department, says that greater traffic was handled this year than ever before in our railroad history. Our railroad facilities proved equal to the heavy demand placed upon them and the traffic was handled with greater speed and less car shortage than in previous years.

Still another department that serves all others is the Engineering, under the direction of Charles W. Conrad. This year it has every reason to be proud of one of its achievements, that of the building the new steam line to the Norwood plant. Probably very few people know that this was the result of a plan developed by Mr. Conrad to

meet a condition we had been fearing for many years, namely, the time when oil burning at Norwood would become too costly. And when that time came, Bird & Son did not hesitate one moment in discontinuing the use of a large and relatively new power plant.

Our laboratories are the very life of the concern. Without them we would still be groping in the dark with "rule of thumb" methods. E. L. Connolly has the paper problems before him constantly, and the general ones before they become manufacturing problems. Messrs. Kimball, Maguire, Chamberlain and Thurston carry on the specific problems of the divisions to which they are attached.

Co-ordination with other departments is effected through the planning superintendent, P. N. Hills. His tasks bring him in contact with many interesting facts, some of which are of significance to us generally.

For example, he finds that the turnover of finished stock at the Building and Roofing plant is thirteen times a year; at Floor Covering, eleven times a year. The turnover of raw stock at the Main Mill is sixteen times a year, and at Phillipsdale, nine times a year.

Chicago Plant Well Abreast of the Times

"Expressions of Good Will from Dealers, Most Important Members In Bird Family, Most Gratifying", Says F. H. Hird

THE Chicago plant, where all building and roofing products for the West and Southwest are manufactured, reports several improvements in equipment and organization, through the Western manager, F. H. Hird.

Early in the year W. W. Wilson was made assistant to the Western manager, in which position he has proved helpful to the sales force by furnishing basic information about our products as well as analyzing the sales possibilities of each territory.

Each department head has done his job faithfully and well, and the team spirit has been demonstrated over and over again.

In the outside sales department, practically all the old staff are carrying on, its efforts being strengthened by the appointment of R. D. Peterson as Southern sales manager, with the result that sales in that part of our territory have shown a gratifying increase.

In fact," says Mr. Hird, "the sales for the whole Chicago division show a healthy, normal increase over 1924, and we feel that Bird & Son's business is on a surer foundation than ever."

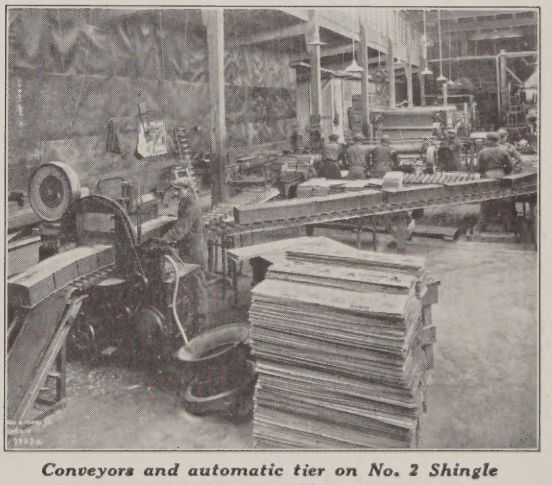
B. H. Roberts was put in full charge of manufacturing operations at Chicago early in the year. He reports constantly improving cost figures, due to manufacturing refinements.

Every one of the mill foremen will be able to add another service stripe on his sleeve, which is evidence in the family spirit of which we are all so proud.

In order to keep up with the times, a turbo generator was installed early in July, which makes the Chicago plant nearly independent of outside sources of power. That this machine has performed perfectly ever since its installation shows that the work done was up to the usual standard.

An automatic shingle tier was started in

Art-Craft Roofing on a Natchez, Miss., home



Conveyors and automatic tier on No. 2 Shingle machine at Chicago

Chicago mill and office executives. Back row—left to right: Freeman, Overholt, Thurston, Clark, Brandau. Front row: Roberts, Hird, McEachren, Wilson

June, allowing a reduction of the working staff, and at the same time making the work easier.

The installation of a complete automatic sprinkler system is under way, which will safeguard not only the plant, but also the customers' interests, who look to the plant to keep them supplied with Bird's products.

In closing, Mr. Hird says, "Perhaps the most pleasing and gratifying experience of the year has been the expressions of good will which have come in from the dealers whom we all regard as most important members in the Bird family, and we trust that as they look back over the year, that their thoughts about us are pleasant, and that our efforts to render service have been crowned with success.

"Still another pleasant memory is the number of visits paid us by our dealer friends, and we can only wish it were possible for every dealer who sells Bird's to drop in and see us with our working clothes on, and give us a chance to show that our slogan of 'Quality First' means something besides words."

Fundamental Conditions Sound In Canada

Record 1925 Wheat Crop Should Bring Good Business to Bird & Son, Ltd. Plants at Pont Rouge and Hamilton, Canada

WHILE it is in reality a separate company, Bird & Son, Ltd., with mills at Hamilton and Pont Rouge, Canada, seems very much a part of us. The Hamilton plant was built in 1905, for the manufacture of roofing papers similar to those made at our Norwood plant. The Pont Rouge mill, where felt paper to supply the Hamilton plant is made, was built in 1908.

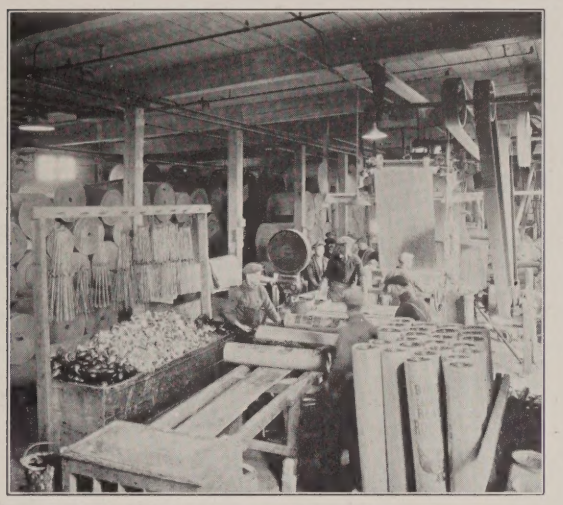
W. R. McNeil, general manager of Bird & Son, Ltd., reports general business as somewhat sluggish during 1925, but states that fundamental conditions are sound and that there will be improvement each year from now on until Canada becomes one of the most prosperous countries in the world.

C. P. Cowan, manufacturing manager, desires to thank each and every man in the organization for his effort and spirit of cooperation during 1925. This continued spirit, along with the fact that both the Pont Rouge and Hamilton plants are ready for any volume of business, makes him look forward into next year with complete confidence.

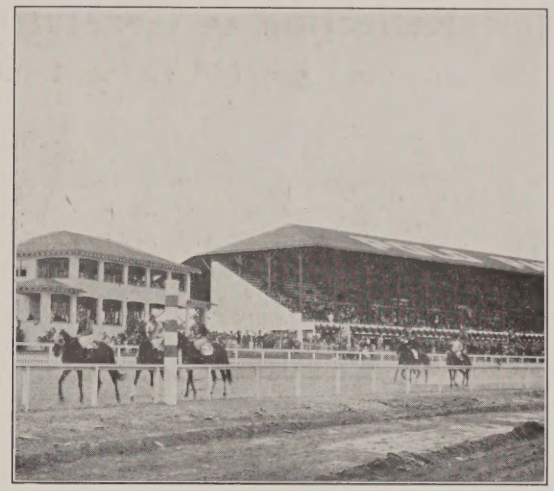
In reviewing the year's work, L. S. O'Dell, superintendent of the Pont Rouge plant, points out that more light weight felt has been made during the year than usual. Improvements in the drying of the paper, reduction of fuel costs and shrinkage, and a closer check in the quality of raw materials are among the things accomplished, all of which have gone towards the production of a still better quality of felt.

At the Hamilton factory, C. O. Delavergn singles out several improvements, in his report. Among these are changes in the Wallboard machine resulting in both better production and higher quality, and improvement in the No. 2 roofing machine permitting quick changes from one color of slate surfacing to another, and the installation of the hot process of printing Art Craft roofing.

H. E. Davenport, secretary-treasurer, reports collections on about the same average as 1924, but a considerable improvement in the position of the Company, on account of lower inventories



Finishing end of No. 2 roofing machine, Hamilton



1400 squares of Bird's Art Craft covers buildings at Polo Park, Winnipeg, Manitoba

and a more careful supervision of purchases. He considers the decrease in failures as a sure sign of better fundamental conditions.

C. M. Canfield is optimistic as to the sales possibilities for all of our lines for 1926. He points out that the wheat crop of 1925 is one of the largest on record, which means more money for the farmer than at any time in recent years.

Those in charge of Bird & Son, Ltd., Hamilton and Pont Rouge, Canada. Back row—left to right: W. A. Mutch, R. C. Crooker, H. E. Davenport. Front row—left to right: C. M. Canfield, W. R. McNeil, C. P. Cowan. Insert, left, L. S. O'Dell; insert, right, C. O. Delavergn

Christmas

If we were to fancy a wholly Christianized world, it would be a world inspired by the spirit of Christmas—a bright, friendly, beneficent, generous, sympathetic, mutually helpful world. Let us cling to Christmas all the more as a day of the spirit which in every age some souls have believed to be the possible spirit of human society. George William Curtis.

A Prayer for the New Year

Give us freely each day of the Spirit of Tolerance. May we be kindly disposed one toward another. Help us to esteem ourselves modestly, and to esteem our fellows generously. Help us to search diligently for truth in the fertile places of an Open Mind; and may we direct our Thoughts, our Words, and our Acts only toward Good.

Reflection of General Progress Shown in Offices

Executives in Charge of Various Departments Review Year's Accomplishments

General office exeeutives. Back row—left to right: D. E. Merrill, A. H. Anderson, B. D. Rogers. Front row—left to right: D. A. Chase, H. H. Miller, R. C. Floyd

CONSIDERING Bird & Son purely as a manufacturing and selling organization is but looking only at the outward manifestations of activity. There are several departments and people upon whom both the manufacturing and selling must depend, although the connection is not always apparent.

From his position as assistant to the President, which involves keeping in touch with every activity of Bird & Son, as well as business in general, and interpreting the relation between them, D. A. Chase reports:

"1925 has been a normal business year. A normal business year in the United States is a prosperous year because of our inherent wealth. Bird & Son, inc., with its diversity of products is most successful under normal business conditions. Its success is not dependent upon the consumption of luxuries, but on the consumption of necessities, particularly those that relate to shelter.

"The increased use of the automobile is going to result more and more in the development of outlying land and the building of the individual home. This will contribute directly to the prosperity of Bird & Son, inc., and the stability of our business.

"Competition will never leave us and to win our share we must be increasingly efficient. If we are increasingly efficient in management, in mill, and in methods of distribution, with our good name and our sound policies, we ought to win well in the country's prosperity."

R. C. Floyd, in his position as assistant to Mr. Allen, vice-president and sales manager, helps on all problems of sales and distribution.

During 1925 the problems of sales have been particularly acute, due to competition and expanding sales. Among other problems, a great deal of analysis of sales territories and prospects has been necessary in order to successfully launch our corrugated business.

Every business has its own problems of price quotations, freight adjustments, commissions, etc. With four distinct fields of sales, Bird & Son, inc., has a complexity of problems of distribution little realized. Mr. Floyd deals with all of these with a general perspective of the development of all our products.

R. C. Floyd's View

He states: "Every one of us has a definite job to perform which is more or less different from the job of other members of this organization. However, there are certain principles which apply to every one of us in connection with our work, no matter what the specific nature of our job. If we follow these principles day in and day out through the year and constantly bear them in mind, we will be the better for it and so will our work."

The duties of the treasurer, H. H. Miller, cover the control of the corporate funds and attention to the financial details of the business, together with other duties usually defined under the by-laws of the corporation.

The treasurer sees that finances are constant and sufficient to meet the various needs of the business, such as plant additions and improvements, seasonal needs, all regular purchases and running expenses, and taxes of all kinds. This is done through prompt collection of money due us from our customers.

A very substantial amount of the first preferred stock is owned by our employees, showing their interest in the success of the company.

All these duties cannot, in a business the size of ours, be done by the treasurer, but are carried on in the department by a corps of competent assistants.

"The growth and permanence of modern business is largely contingent upon sound credit policies which, in our case, are carried out by the assistant treasurer, D. H. Merrill," says Mr. Miller. "His department is not only charged with the duty of making the necessary credit arrangements, but also of maintaining sound credit relations with its customers."

Mr. Miller also acts in the capacity of office manager, and reports for a large force of stenographers, typists, dictaphone operators, mail clerks, etc. "It is that end of the business which must, as its name implies, serve, and how well it has done its work can best be decided by the various departments to whom it was given during the year," says Mr. Miller.

Girls of the Service Department at our Main Offices, East Walpole, Mass.

The Accounting and Cost departments get together all information obtainable on every transaction made by the company, and give out again, in the form of understandable reports, this same information, which is used by each executive in aiding him to properly govern and control the affairs of his department.

"It is important that one appreciate that, with the increase in the volume of business, it is also necessary to increase the force in the Accounting department," says A. H. Anderson, auditor. "By volume we mean the number of transactions handled—be they in the form of invoices or reports, it matters not. In the case of the invoice, one for $1000 can be handled about as cheaply as one for $10.

"The number of invoices written in 1925 shows an increase of about 12 per cent over 1924."

Labor Bureau Serves All

The single department that touches all of us, no matter what our work, is the Labor Bureau which takes care of employment and employees' activities and service, with B. D. Rogers as manager. He reports that continuous work has prevailed in all departments throughout the year. Our entire force has continued very stable; in other words, the labor turnover for the year will approximate 30%, a satisfactory figure. With our continued good record for steady work, fair treatment and good working conditions, an increasing number of applicants exceed our demands. During the year the working force has increased by about 75, due to the starting of the Corrugated Box department and the addition to the Floor Covering plant.

Over $1,000,000.00 in Insurance

The Mutual Benefit Association with a remarkable membership of 95% of all employees has made a bigger stride than in many years past. On March 1 the dues of the members were increased from sixty to eighty cents a month, the weekly benefit to $12, and the death benefit was increased from $200 to a maximum of $1000 after four years of service. The membership has grown from 1504 on January 1 to 1675 on November 30, and the insurance in force on November 1 was $1,090,300 or over $700,000 more than on January 1.

The Neponset Credit Union is growing steadily with a total membership at this time of 789 as compared with 727 a year ago. The Credit Union has been of great assistance to many of its members who have been in need of money to tide them over a short spell or assist them in meeting unexpected bills, as well as offering a convenient place to save money.

A large number of our fellow workers have realized the advantages of co-operative banks and savings bank life insurance.

During the annual No-Accident Week, held in October, we went the entire time with but a

The
NEPONSET REVIEW

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SALES OFFICES: East Walpole; New York; Chicago; Hamilton, Ont.; Philadelphia; San Francisco; Atlanta; Paris.

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The *Neponset Review* will gladly publish communications, suggestions, photographs, or articles of interest to its readers. Address all correspondence to the Editor, *Neponset Review*. East Walpole, Mass.

A Year of Achievement

THERE is no other conclusion. A mere glance through the various articles in this number of the *Review* must surely give the impression that the firm of Bird & Son is moving steadily forward.

1925 has been normal, but we have not been content to drift with the tide. In some lines we have added new products and equipment, but not to the neglect of constant maintenance of the Bird Standard.

You will find the achievements of the manufacturing, sales, and other departments recorded elsewhere. With pardonable pride the staff of the *Review* looks on this issue of the paper as an achievement in itself.

We have endeavored to picture Bird & Son as a whole. We have grouped the divisions and the people in charge of them as they actually exist. Through word and picture we have presented both product and personnel.

This has been done to the temporary exclusion of most of the usual material, but we believe such action is justified by the result.

To the 18,000 and more readers of this issue, fellow workers, stockholders, dealers, customers and others, the *Review* sends wishes for the merriest Christmas ever, and a New Year abounding in prosperity and happiness.

(Continued from page 15)

single accident, which came at nine o'clock at night on the last day of the week.

At our plant hospitals in East Walpole and Norwood our nurses treated up to December 1 over 9500 cases of various kinds. In addition to this, many more employees than usual came to see the doctor at the plant hospital on the days that he is there.

As in years past, many fellow workers have sought and been given legal advice through the Labor Bureau. Several have been helped on naturalization papers, and, as usual at the beginning of the year, the Bureau has worked overtime assisting on income tax returns.

Athletic Activities

Athletics also come under the direction of this department. Activity along these lines included the entering of a bowling team in the Manufacturing League both last year and this, running an inter-plant bowling league, supporting a successful baseball team in the Walpole-Norwood Industrial League, and conducting the annual tennis tournaments.

The Library is constantly increasing its usefulness, both in providing books and magazines for general reading by employees and others, and by securing special information on request. The circulation this year has amounted to about 11,000 books.

The Suggestion Committee had an active year, with a total of 552 suggestions submitted up to December 2. Of this number 139 were accepted and cash awards made.

Two hundred and seven vacations were granted during the year to all employees having ten years' service or over. This is in addition to the vacations granted to office and supervisory workers.

Service Checks

FOLLOWING the custom of the past few years, we are sending all Fellow Workers Christmas Greetings and Best Wishes for the New Year, together with a Service Check to those who have been with us for one year or more, according to the length of service.

1 to 4 years inclusive . . .	$ 5.00
5 to 9 years inclusive . . .	10.00
10 to 14 years inclusive . . .	15.00
15 to 19 years inclusive . . .	20.00
20 to 24 years inclusive . . .	25.00
25 to 29 years inclusive . . .	30.00
30 to 34 years inclusive . . .	35.00
35 to 39 years inclusive . . .	40.00
40 to 44 years inclusive . . .	45.00
45 to 49 years inclusive . . .	50.00

—Bird & Son, inc.

BIRD NEPONSET PRODUCTS

Box Division

Solid Fibre and Corrugated Paper Shipping Cases — NEPONSET Shoe Cartons
NEPONSET Waterproof Paper Flower Pots — Tack and Screw Boxes

Special Paper Division

Shot Shell Cartridge and Wad Papers — Rocket Paper — Black Tube Paper — Torch Paper
Bird Wadding — Gray Index Cardboard — Jacquard Board
Felt Papers for Special Purposes

Floor Covering Division

NEPONSET Rugs — NEPONSET Floor Covering — NEPONSET Rug Border
Lining Felt

Building and Roofing Division

Shingles

NEPONSET Twins — American Twins — NEPONSET Double Twins — American Double Twins
Hexagonal Twins — Lock-Butt — Individuals

Roll Roofing

Paroid — Art-Craft — Shingle Design — Slate Surfaced
American Ready — Universal

Building Papers

NEPONSET Black — Saturated and Coated — American — Economy

Wall Board

NEPONSET Board, Cream White — American Board

Specialties

Asphalt Felt — Paroid Built-up Roof — B. & S. Deadening Felt
Plastic Cement — Roof Coating

BIRD & SON, inc. — **Established 1795** — **EAST WALPOLE, MASS.**

The Neponset Review

Holiday Number